FOR THE COIN-OP ENTERTAINMENT INDUSTRY
VOLUME 15, NO. 5

PLAY·METER

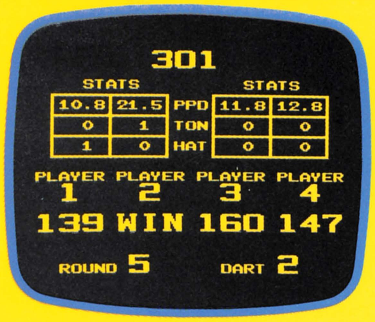
May 1989

1989 Spring Buyer's Guide

TIME MACHINE
TORPEDO ALLEY™
SECRET SERVICE
Laser WAR™
HEAVY BARREL™
BAD DUDES VS. DRAGON NINJA™
ROBO
™
1950
TIME MACHINE
TIME MACHINE

[redacted]

Merit Scores Again...



301

STATS			STATS	
10.8	21.5	PPD	11.8	12.8
0	1	TON	0	0
1	0	HAT	0	0

PLAYER 1	PLAYER 2	PLAYER 3	PLAYER 4
139	WIN	160	147

ROUND 5 DART 2

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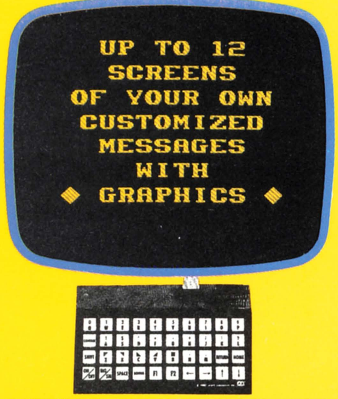

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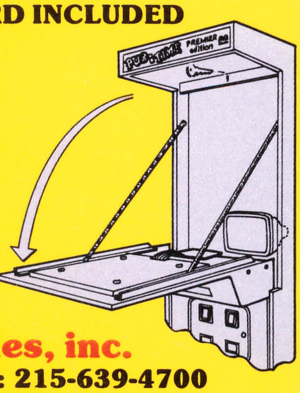

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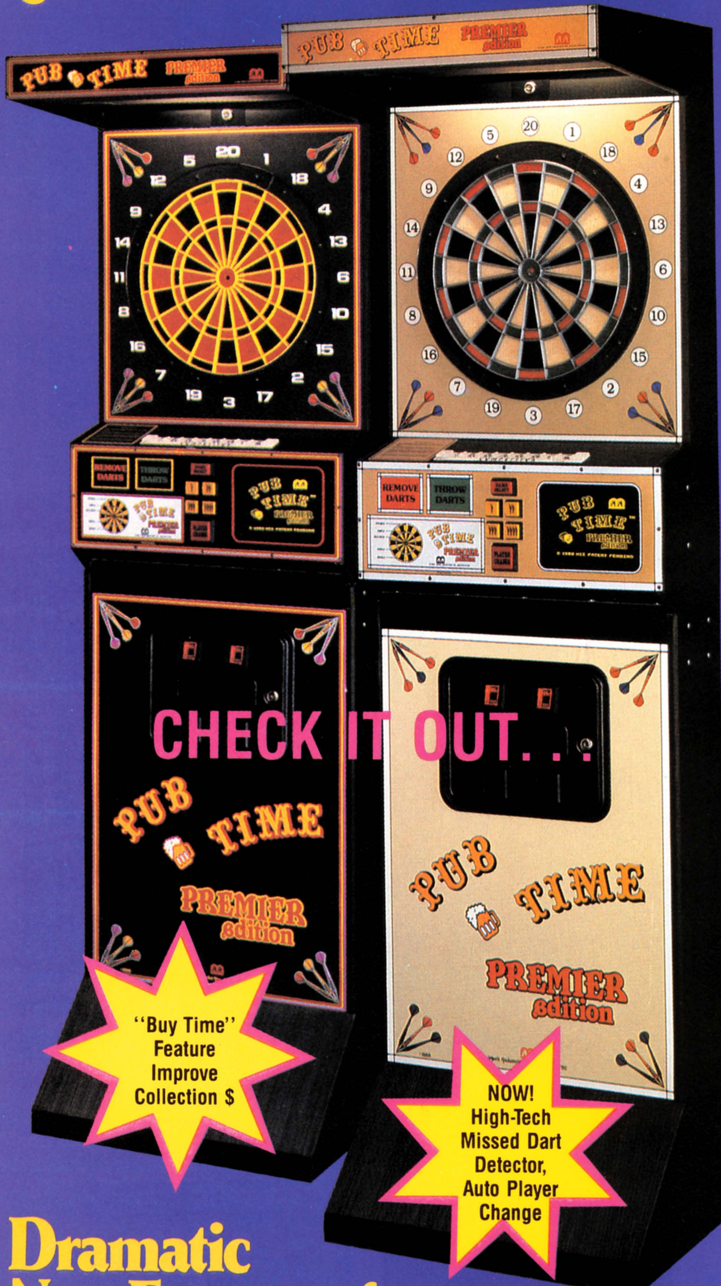

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EQUIPMENT POLL BALLOT

At Play Meter, we listen to what our readers have to say. You wanted a better equipment poll, and here it is! We're sure you'll find it to be the best, most comprehensive poll in the industry.

Please rate the games on a scale of one to ten, with ten representing superior earnings. A space has been allowed under each manufacturer's name for a write-in entry. Additional space at the bottom accommodates any other equipment entries.

VIDEO

American Technos:
Double Dragon II 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Atari:
Assault 1 2 3 4 5 6 7 8 9 10
Championship Sprint 1 2 3 4 5 6 7 8 9 10
Cyberball 1 2 3 4 5 6 7 8 9 10
Final Lap 1 2 3 4 5 6 7 8 9 10
720 Degrees 1 2 3 4 5 6 7 8 9 10
Hard Drivin' 1 2 3 4 5 6 7 8 9 10
RoadBlasters 1 2 3 4 5 6 7 8 9 10
Super Sprint 1 2 3 4 5 6 7 8 9 10
Tetris 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Bally Midway:
Truxton 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Capcom:
Capcom Bowling 1 2 3 4 5 6 7 8 9 10
Ghouls 'N Ghosts 1 2 3 4 5 6 7 8 9 10
Strider 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Data East:
Apache 3 1 2 3 4 5 6 7 8 9 10
Bad Dudes 1 2 3 4 5 6 7 8 9 10
Cobra Command 1 2 3 4 5 6 7 8 9 10
Robo Cop 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Exidy:
Showdown 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Fabtek:
Cabal 1 2 3 4 5 6 7 8 9 10
Dynamite Duke 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Jaleco:
P-47 1 2 3 4 5 6 7 8 9 10
St. Dragon 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Konami:
Bottom of the 9th 1 2 3 4 5 6 7 8 9 10
Final Round 1 2 3 4 5 6 7 8 9 10
Thunder Cross 1 2 3 4 5 6 7 8 9 10
M.I.A. 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Leland:
Team Quarterback 1 2 3 4 5 6 7 8 9 10
Super Off Road 1 2 3 4 5 6 7 8 9 10
Quarterback 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Romstar:
Bubble Bobble 1 2 3 4 5 6 7 8 9 10
Bloody Wolf 1 2 3 4 5 6 7 8 9 10
Downtown 1 2 3 4 5 6 7 8 9 10
Ninja Warriors 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Sega:
AfterBurner 1 2 3 4 5 6 7 8 9 10
Altered Beast 1 2 3 4 5 6 7 8 9 10
Gain Ground 1 2 3 4 5 6 7 8 9 10
OutRun 1 2 3 4 5 6 7 8 9 10
Shinobi 1 2 3 4 5 6 7 8 9 10
Super Hang On 1 2 3 4 5 6 7 8 9 10
Turbo OutRun 1 2 3 4 5 6 7 8 9 10
Power Drift 1 2 3 4 5 6 7 8 9 10
Wrestle War 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

SNK:
Ikari III 1 2 3 4 5 6 7 8 9 10
Mechanized Attack 1 2 3 4 5 6 7 8 9 10
P.O.W. 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Sunsoft:
Bay Route 1 2 3 4 5 6 7 8 9 10
Tough Turf 1 2 3 4 5 6 7 8 9 10
VS. Platoon 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Taito:
Big Event Golf 1 2 3 4 5 6 7 8 9 10
Chase H.Q. 1 2 3 4 5 6 7 8 9 10
Double Dragon 1 2 3 4 5 6 7 8 9 10
Operation Thunderbolt 1 2 3 4 5 6 7 8 9 10
Operation Wolf 1 2 3 4 5 6 7 8 9 10
Rastan 1 2 3 4 5 6 7 8 9 10
Superman 1 2 3 4 5 6 7 8 9 10
Top Shooter 1 2 3 4 5 6 7 8 9 10
Twin Eagle 1 2 3 4 5 6 7 8 9 10
U.S. Classic 1 2 3 4 5 6 7 8 9 10
V'Ball 1 2 3 4 5 6 7 8 9 10
__________ 1 2 3 4 5 6 7 8 9 10

Tecmo:
Ninja Gaiden 1 2 3 4 5 6 7 8 9 10
Tecmo Bowl 1 2 3 4 5 6 7 8 9 10

continued on next page

Tecmo Knight	1	2	3	4	5	6	7	8	9	10
________	1	2	3	4	5	6	7	8	9	10

Williams:

NARC	1	2	3	4	5	6	7	8	9	10
________	1	2	3	4	5	6	7	8	9	10

PINBALL

Bally:

Atlantis	1	2	3	4	5	6	7	8	9	10
Truck Stop	1	2	3	4	5	6	7	8	9	10
________	1	2	3	4	5	6	7	8	9	10

Data East:

Time Machine	1	2	3	4	5	6	7	8	9	10
Laser War	1	2	3	4	5	6	7	8	9	10
________	1	2	3	4	5	6	7	8	9	10

Gottlieb/Premier:

Bad Girls	1	2	3	4	5	6	7	8	9	10
Hot Shots	1	2	3	4	5	6	7	8	9	10
________	1	2	3	4	5	6	7	8	9	10

Williams:

Banzai Run	1	2	3	4	5	6	7	8	9	10
Cyclone	1	2	3	4	5	6	7	8	9	10
High Speed	1	2	3	4	5	6	7	8	9	10
Jokerz!	1	2	3	4	5	6	7	8	9	10
Pinbot	1	2	3	4	5	6	7	8	9	10
Swords of Fury	1	2	3	4	5	6	7	8	9	10
Taxi	1	2	3	4	5	6	7	8	9	10
________	1	2	3	4	5	6	7	8	9	10

Other:

Mfg: ________										
Game: ________	1	2	3	4	5	6	7	8	9	10
Mfg. ________										
Game: ________	1	2	3	4	5	6	7	8	9	10
Mfg: ________										
Game: ________	1	2	3	4	5	6	7	8	9	10

Thank you for participating in our new equipment poll. It has been designed to benefit operators and help in product selection. Only with your help can we continue to provide an accurate game rating system.

Fill out and return immediately.

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NEWS BULLETIN

.......On March 3, American Technos Inc. filed suit against Tradewest Inc. in federal court in San Jose, Calif. The lawsuit seeks a declaration that Tradewest has no rights to the video game *Double Dragon II: The Revenge*. ''We chose not to publicize our lawsuit before this date because we intended to resolve the dispute in the courts, not through the press,'' said Aldo Donnaloia, vice president of American Technos. ''But Tradewest has issued misleading press releases, and we felt the time had come to put the record straight.'' American Technos is the American subsidiary of Technos Japan; Tradewest, meanwhile had been the U.S. distributor for the home version of *Double Dragon* for American Technos. ''Tradewest's claim that they have the rights to *Double Dragon II* is nonsense,'' Donnaloia said. ''They negotiated with us for several months in an effort to obtain the rights to this product. (Their) allegations in the press are simply a reaction to their failure to obtain the rights (to DD II) through legitimate negotiations.'' In a related announcement, American Technos revealed that Tradewest's rights to the Nintendo version of the original *Double Dragon* will end on Dec. 31. 1989.

.......Investment Development Inc. (IDI), a Metairie, La.-based company that marketed amusement game machine franchises, has been put in receivership by order of a federal district court. This action stems from a complaint filed by the Federal Trade Commission (FTC) in February, charging that IDI violated the FTC's Franchise Rule ''by failing to provide prospective franchisees with pertinent information about potential earnings and other material aspects of the business.'' In addition, the FTC charged IDI with failure to refund deposits on their machines. They required prospective franchisees to post a ''100 percent refundable equipment deposit'' as security for the machines, according to the FTC, but ''routinely failed to refund deposits, pay promised minimum earnings, locate machines in profitable locations, or relocate or repair the machines as promised.'' IDI was also charged with failing to provide the basic disclosure document and the earnings claim document required by the Franchise Rule. Milton Brener, the court-appointed receiver for IDI, confirmed that the corporation has been put in receivership and is being liquidated.

.......The Great American Fun Factory in Kissimmee, Fla., has changed its name to Larzland Family Amusements. The new name, no doubt, is derived from that of the owner, Lars Iverson. The addresses and phone numbers remain the same: 5730 W. Hwy. 192, Kissimmee, Fla. 32741; (407) 396-0777 for the Family Entertainment Center, and 3715 Vineland Rd., Orlando, Fla. 32811; (407) 423-1681 for the corporate officers and warehouse.

.......Bill Kidwell, director of investigations for AAMA, has announced a schedule of counterfeit seminars which AAMA has been invited to participate in. Several of these seminars, scheduled by the IACC (International Anti-Counterfeiting Coalition) and the U.S. Customs Service, will be held during the remainder of 1989. AAMA is a member of the IACC. ''Our participation will assist U.S. Customs agents, inspectors, and import specialists in being better able to identify counterfeit printed circuit boards entering the United States,'' Kidwell said. ''These seminars are being held in cities with large ports of entry across our country. They will hopefully assist with the seizure of many illegal boards being shipped in from foreign countries.''

.......Warren Kelley, a well-known member of the pool and bowling industry, died on March 10 after several months of ill health. He was 74 years old. Kelley was a consultant to Valley Recreation Products and was deeply involved in the formation of the V.N.E.A. Pool League and several other nationally-run events. He was also an executive of the Brunswick Bowling Center Division for many years. ''His contribution to the industry and the sport of pool over the years, and his dedication to the interests of players, especially in the V.N.E.A. League, continued right up to the end,'' said Valley President Chuck Milhem. ''We at Valley will miss him and his vitality and knowledge of the sport. Our condolences go out to Warren's dear wife, together with those received from players and members of other industry organizations.''

.......S.M.S. Manufacturing listed an incorrect phone number in their ad for *Poker Roll*, which ran in our April issue. The correct toll-free number is (800) 221-0138.

.......The Miami and Orlando, Fla., branches of Belam Southeast Distributing are now called Brady Distributing, following official completion of Brady's purchase of Belam Southeast. The Charlotte, N.C., distributor also has an office in Chattanooga, Tenn.

.......A reduction of more than 40 percent in suggested list price and the elimination of returns are the key elements of A&M Records' sweeping new policy regarding seven-inch vinyl singles. The policy, which saw A&M's suggested list price reduced from $1.99 to $1.15, went into effect with the company's March 7 singles release, according to David Steffen, A&M's senior vice president for sales and distribution. Seven-inch vinyl singles released since March 7 carry a selection number of 1400 or higher and are non-returnable (defective records excepted). The new product will also be issued with a new label background to distinguish it from other A&M single releases. Every single in release prior to March 7 will remain available at the old $1.99 list price; they will continue to be 100 percent returnable.

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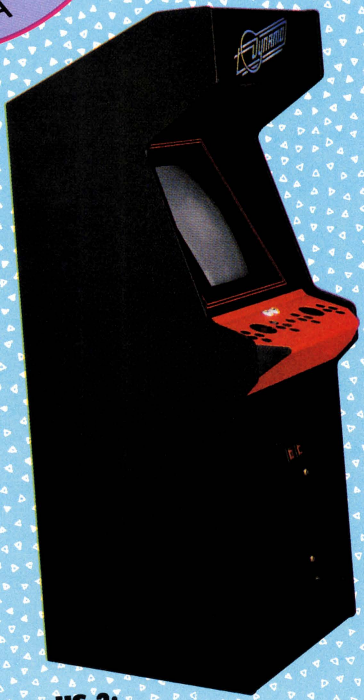
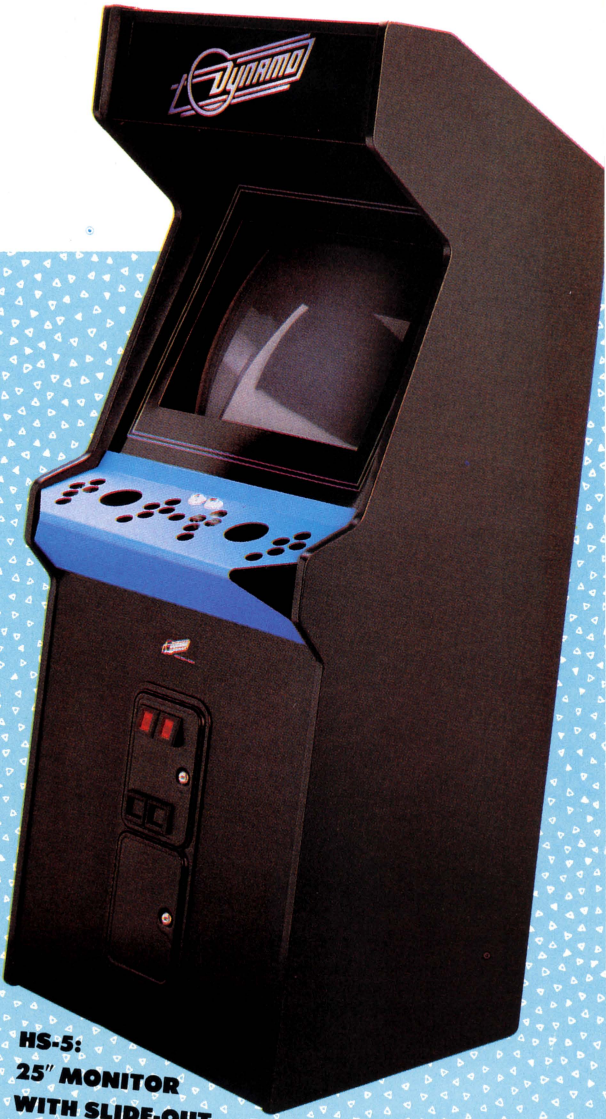
*Not available on HS-1



HS-2:
19″ MONITOR WITH SLIDE-OUT DRAWER

HS-1:
(NOT SHOWN)
Same as above, without drawer



HS-5:
25″ MONITOR WITH SLIDE-OUT DRAWER

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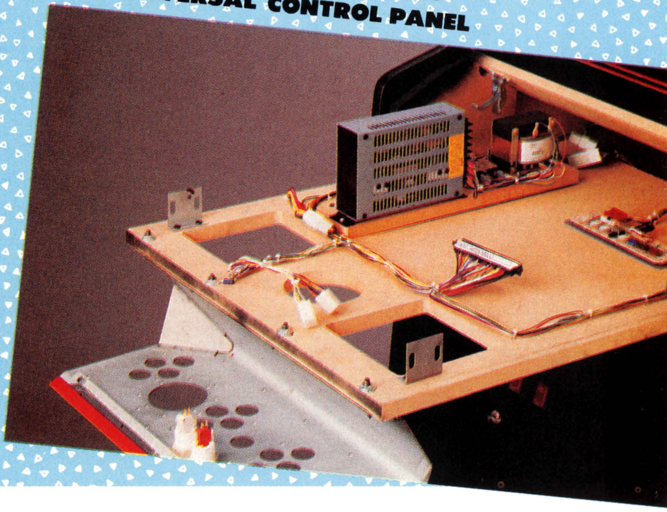

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PLAY·METER

VOL. 15, NO. 5 CONTENTS MAY, 1989

FEATURES

Glass-front Vending 40

Glass-front vending has accounted for about a 30 percent increase in machine productivity since the units first hit the market in the early 1970s. Numbered among the reasons for this positive impact are the ability to see what you get, and the larger number of product selections available. Rowe's Jerry Hejtmanek and Dane County Vending's Harold Blotner shed more light on the subject.

The Plight of Cigarette Vendors 48

That beleaguered entity, cigarette vending, is again the subject of scrutiny in the push to establish a smokeless society. The heat on this segment of our industry is so intense that a Cigarette Vendors Information Center (CVIC) has been formed to help operators battle unfair legislation.

Introducing...
juketron
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technology
of the
next decade

Spring Buyer's Guide 66

You've seen the newest equipment in jukeboxes, pinball, video, card games, countertops, and darts at recent industry events. Now that you're down to the final decision-making process, take another look at these categories of equipment in our catalog listings.

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Cover: Data East has been riding a wave of success with a number of hit video and pinball releases, most recently RoboCop and Time Machine. Dedicated members of the Data East team include Ray Musci, Jolly Backer, Steve Walton, Kristin Avena, and Jeff Walker, all looking forward to another great year.

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Ivan Stewart
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EQUIPMENT POLL

Buying the right game is a "make-or-break" proposition for the operator, who must have both monthly and ongoing analyses of game performance. This chart is designed to give the operator information he needs to guide his purchases. The "longevity indicator" will tell him how long the game has remained high on the chart. The number of weeks on the Top 10 is important, as the total number of weeks on the chart. Future months will include how long the game was in coin-op before being released for the home market. Look to the chart each month for additional polling information.

— VIDEO & PINBALL COMBINED —

GAME LIST	Point Value	Longevity Points
1. Hard Drivin'	10	50
2. Super Off-Road	9.54	49
3. Turbo OutRun	9.38	48
4. Earthshaker	9.00	47
5. Team Quarterback	8.61	46
6. Jokerz	8.60	45
7. Operation Thunderbolt	8.58	44
8. Final Lap	8.33	43
9. Taxi	8.22	42
10. Bottom of the Ninth	8.00	41
11. OutRun	7.94	40
12. Cabal	7.93	39
13. Chase H.Q.	7.87	38
14. Ninja Gaiden	7.87	37
15. Cyclone	7.84	36
16. Cyberball	7.80	35
17. Gain Ground	7.80	34
18. NARC	7.73	33
19. Banzai Run	7.56	32
20. Pinbot	7.48	31
21. Superman	7.45	30
22. RoboCop	7.32	29
23. High Speed	7.31	28
24. Shinobi	7.29	27
25. Championship Sprint	7.21	26

GAME LIST	Point Value	Longevity Points
26. Time Machine	7.20	25
27. Super Sprint	7.19	24
28. Truck Stop	7.13	23
29. Bad Dudes	7.06	22
30. Mechanized Attack	7.00	21
31. Swords of Fury	6.93	20
32. Tetris	6.93	19
33. Hot Shots	6.90	18
34. Capcom Bowling	6.88	17
35. Atlantis	6.67	16
36. Ikari III	6.60	15
37. Showdown	6.43	14
38. P.O.W.	6.42	13
39. Ghouls 'N Ghosts	6.40	12
40. Bad Girls	6.33	11
41. Big Event Golf	6.30	10
42. Ninja Warriors	6.19	9
43. Bubble Bobble	6.18	8
44. Cobra Command	6.13	7
45. Thunder Cross	6.00	6
46. Altered Beast	5.94	5
47. Power Drift	5.93	4
48. Final Round	5.88	3
49. Rastan	5.84	2
50. Twin Cobra	5.50	1

— QUICK PICKS —

(See chart above for individual information)

Pinballs

1. Earthshaker
2. Jokerz
3. Taxi
4. Cyclone
5. Banzai Run
6. Pinbot
7. High Speed
8. Time Machine
9. Truck Stop
10. Swords of Fury

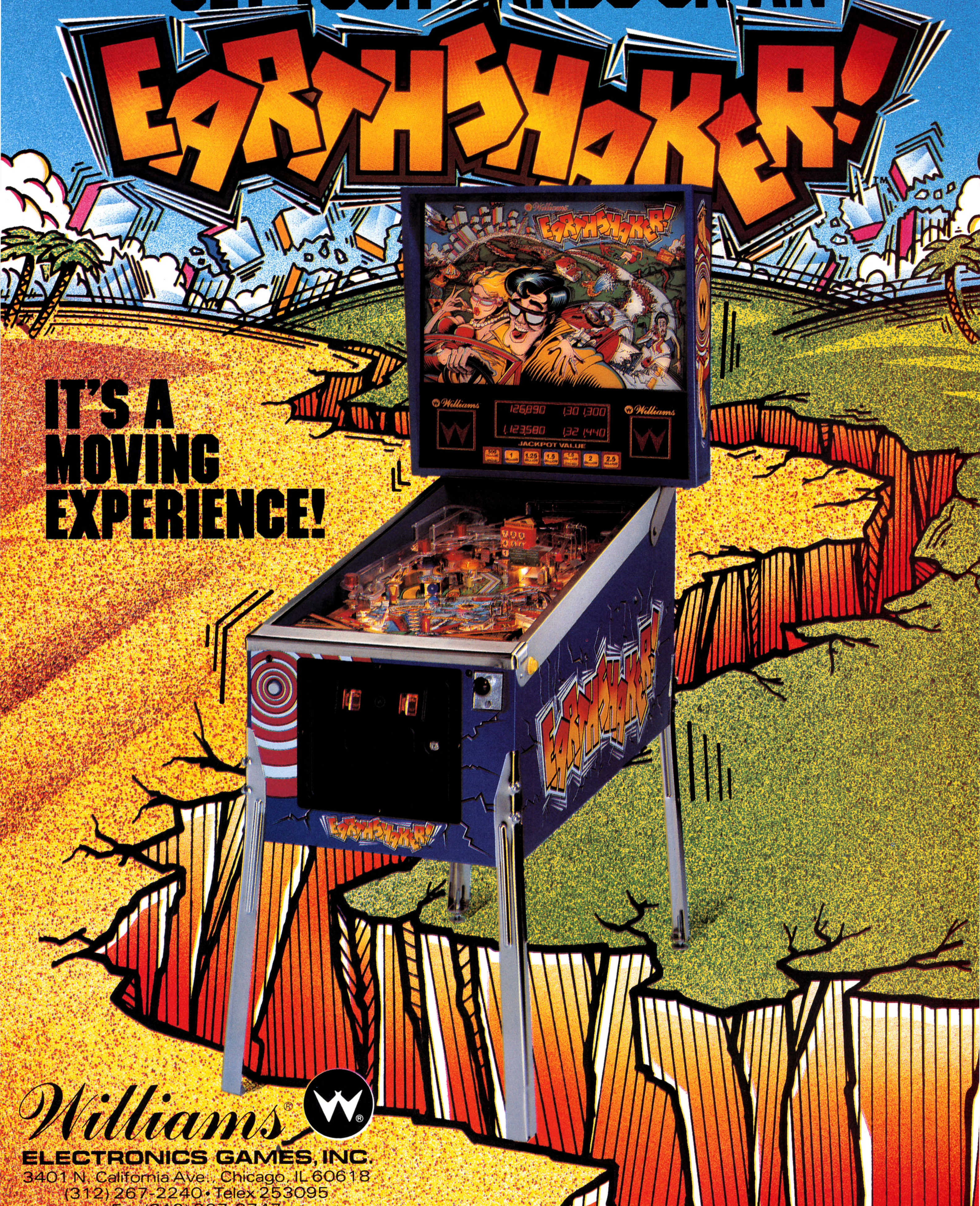
Video Kits

1. Bottom of the Ninth
2. Cabal
3. Ninja Gaiden
4. Superman
5. RoboCop
6. Shinobi
7. Championship Sprint
8. Super Sprint
9. Bad Dudes
10. Tetris

Dedicated

1. Hard Drivin'
2. Super Off Road
3. Turbo OutRun
4. Team Quarterback
5. Operation Thunderbolt
6. Final Lap
7. Chase H.Q.
8. Cyberball
9. Gain Ground
10. NARC

GET YOUR HANDS ON AN EARTHSHAKER!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In Memoriam

The staff of Play Meter joins with the entire coin-op amusement industry in extending heartfelt sympathy to our editor, Valerie Cognevich, and her family, on the loss of her daughter, Kimberly A. Mitchell.

On March 8, Kim suffered severe injuries in an automobile accident in West Texas while on her way to visit relatives. She remained in a coma for 20 days and died on March 27. A college student, Kim had recently celebrated her 20th birthday.

Many calls have been received from operators, manufacturers, and distributors who wish to offer their support and kind words to Valerie and her family. Every parent among us can empathize with the tragedy of a young life lost.

It is a double tragedy to be on the brink of a career and the beginning of a full adult life, just stepping out of the teen years, and be unable to fulfill a promising future. It is the reverse of the natural order for a parent to lay a child to rest.

Our children are with us a seemingly short time before they must separate and begin their own lives. Parents find that difficult enough after all the years of nurturing and guiding children. The final separation on earth is never to be contemplated.

Words fail to describe the anguish of her family. Words fail to comfort or help fill the void of her absence. Her parents, grandparents, sisters, brother, and fiance will forever miss her in their lives.

May cherished memories and time help soften the sorrow they all feel at this moment. May those whose lives she touched in her brief lifetime remember her smile, her laugh, her kindness toward others, and know their lives were richer for having been entwined with hers.

> *"I know I am but summer to your heart, and not the full four seasons of the year . . . I only know that summer sang in me a little while, that in me sings no more."*
>
> *— Edna St. Vincent Millay*

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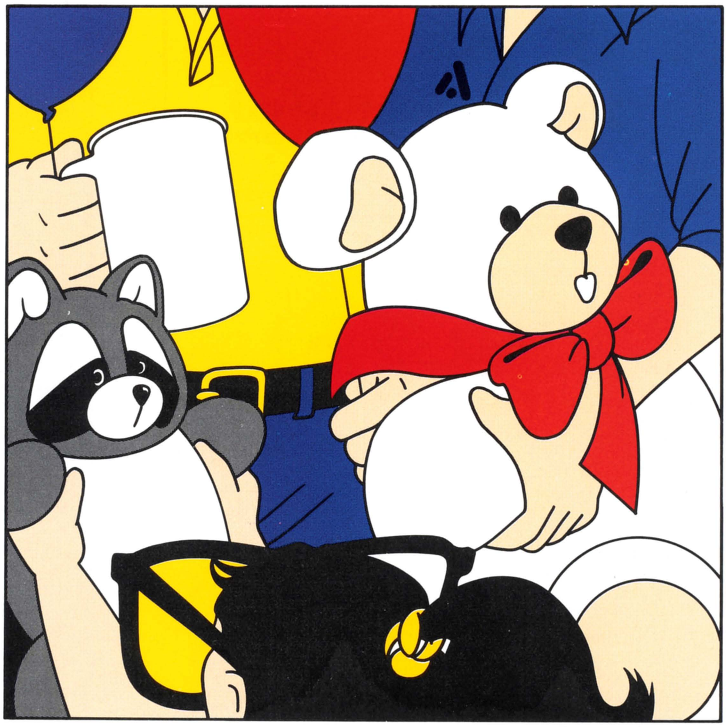

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LETTERS

Appreciation expressed

My wife and I would like to thank you for the beautiful article about our company. We have had several calls from several different states since the February issue came out.

Your magazine, I personally think, is one of the most informative in the coin industry. My wife and I are new to this industry and the many helpful articles that your magazine has published, from tips on running your own business to articles on tax information, are most helpful.

We would like to congratulate the entire staff for the quality of writing, the photographers for the pictures, and everyone else behind the scenes. Nice job.

Jack and Elaine Bean
EGTE
Eastern Gaming Tech Enterprise

Earnest efforts

I understand you take the operator's point of view frequently. I'm glad somebody does.

Michael Sands
Sands of Time

We're on your side

I'm very grateful for the knowledge that I have acquired from reading every issue of Play Meter for the last five years. Play Meter is the best trade journal for the small operator.

Martin Murin
Rainbow Falls Video Service

[Editor's Note: Letters like these make our job worthwhile. Our sincere desire to serve the industry, in particular our operator readers, does make a mark with the target audience. As we approach our 15th anniversary (December this year), we express our gratitude to the faithful subscribers and advertisers who have supported us through the good times and the lean times.]

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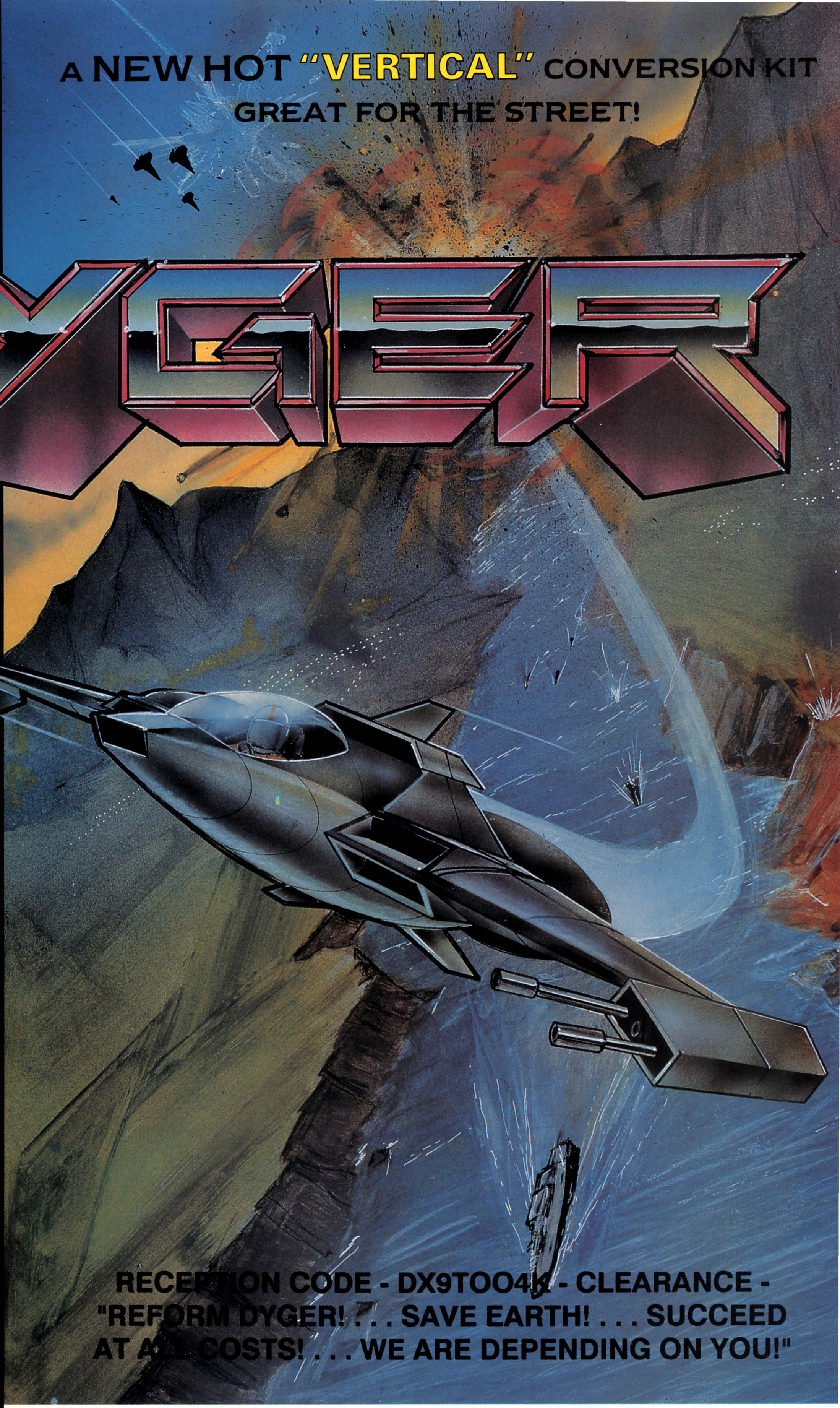

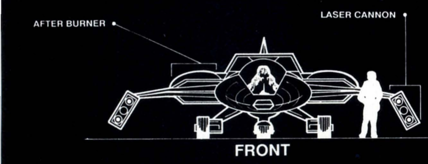
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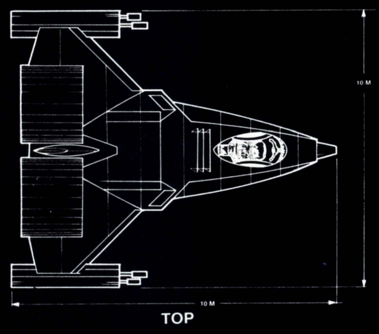

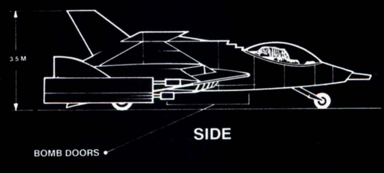
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Adventures in vending

Right now I can see the soft drink machine in the back of the neighborhood movie house, the Lakeview Theater. In the '50s, popcorn and candy were purchased at the front counter and drinks (one choice, Coke) were dispensed at the vending machine. Sometimes the syrup and carbonated water came out before the paper cup. Sometimes the cup came first and then only carbonated water. Sometimes the cup never arrived. It was a hope, hit, and miss process. Other vending machines with candy bars and rolled candy or mints didn't always function properly either. Viewing areas were narrow and it was not uncommon to hear banging on the machines in an effort to elicit the chosen product. This was the age of the six-ounce glass bottle of soda pop. Who ever says soda pop anymore?

The advent of canned drinks and canned drink vendors brought more reliability to the thirst quenching business, to say nothing of the product choices for patrons. Highest on the list of improvements has to be the glassfront vending machines that let customers see the wide array of choices and the quantity available.

If you're standing at a machine with chips among the selections, and two kids are in tow, it's comforting to know they can both have Doritos if that's their heart's desire. No surprises here—as the saying goes, ''what you see is what you get.'' There's no chance of getting only one of an item if you can see six more inside.

Glassfront vendors allow for multiple products in multiple sizes, and most importantly of all, set to vend at multiple prices. Vending machines of the '80s are very reliable. Many previously thought ''unvendable'' products are now available in machines—even freshly cooked french fries and fresh flowers. And who could have predicted vending video tapes of movies seen just a few short months ago at the ''big'' cinemas? Perfection has even been achieved in that all-American delight, a freshly brewed cup of java.

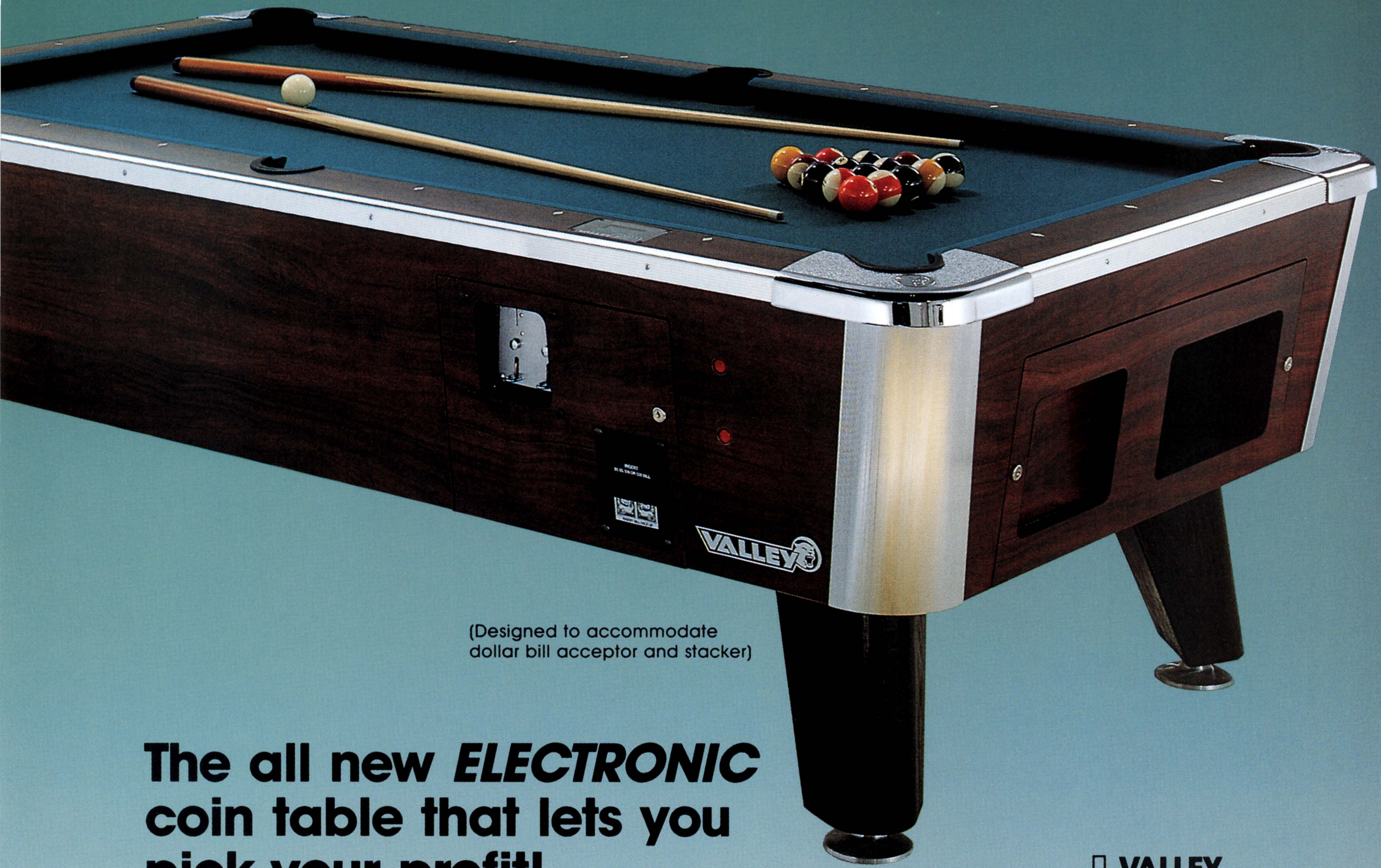
From cigarettes to chocolate bars, personal hygiene items to road maps, these can all be obtained from a vending machine. This month we salute the vending industry and its accomplishments over the years, from designing attractive machines to expanding the range of products that can be vended. Many game operators are also vending operators and feature the word ''vending'' in their company name. They understand the significant contribution that vending has made to their businesses. May the manufacturers continue to introduce quality vending product and may the operators prosper with that product. It's an ideal and mutually profitable relationship.

I'd like to stop at that neighborhood theater for old time's sake, but it's been turned into a dry cleaners. Across the street, the corner drugstore that was a real ''hangout'' is now a bank. Down the block I can stop at the Time Saver and get my own Icee, which sometimes overflows the cup. I'm never without a cup, but have no control over the speed with which the Icee comes out. That's about as close as I can get to my childhood vending experiences. It's not quite the same, not as much fun.

Bonnie Theard

Bonnie Theard
Managing Editor

LEOPARD



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VALLEY

COVER STORY

Data East USA responds to ever-changing coin-op market

The old adage of not putting all your eggs in one basket could certainly be applied to the coin-op industry. Diversity is often cited as a key to survival in this business, where, for example, a strong video market could turn soft as pinballs, novelties, or other segments experience an upswing.

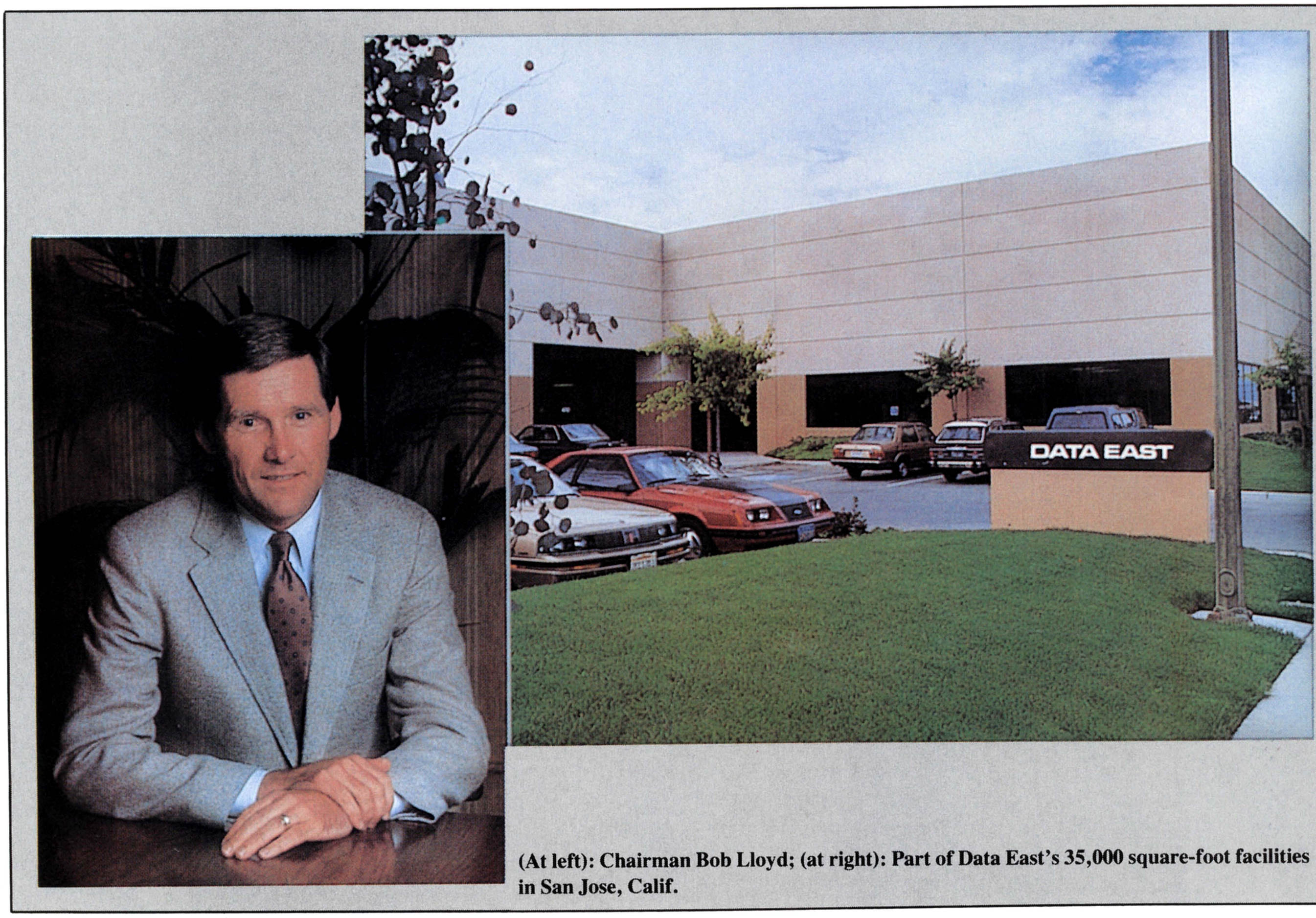
Data East USA Inc. recognizes this fact. The company, based in San Jose, Calif., and founded in 1979, is a wholly-owned subsidiary of Data East Corp. in Tokyo. It's comprised of four divisions: coin-op, consumer, operating, and pinball. The latter is a wholly-owned subsidiary of Data East USA; it was established in September 1986 and is located in Melrose, Ill. Data East USA and Data East Pinball employ about 120 people.

''We're committed to the marketplace from a global view,'' said Ray Musci, Data East's executive vice president and general manager. ''Instead of being solely committed to video or pinball or some other segment, Data East is committed to the market as a whole. Market conditions always change, so you must be flexible and not heavily-niched in one area. We're always looking for something new to attract the player, and that requires constant investment in R&D.''

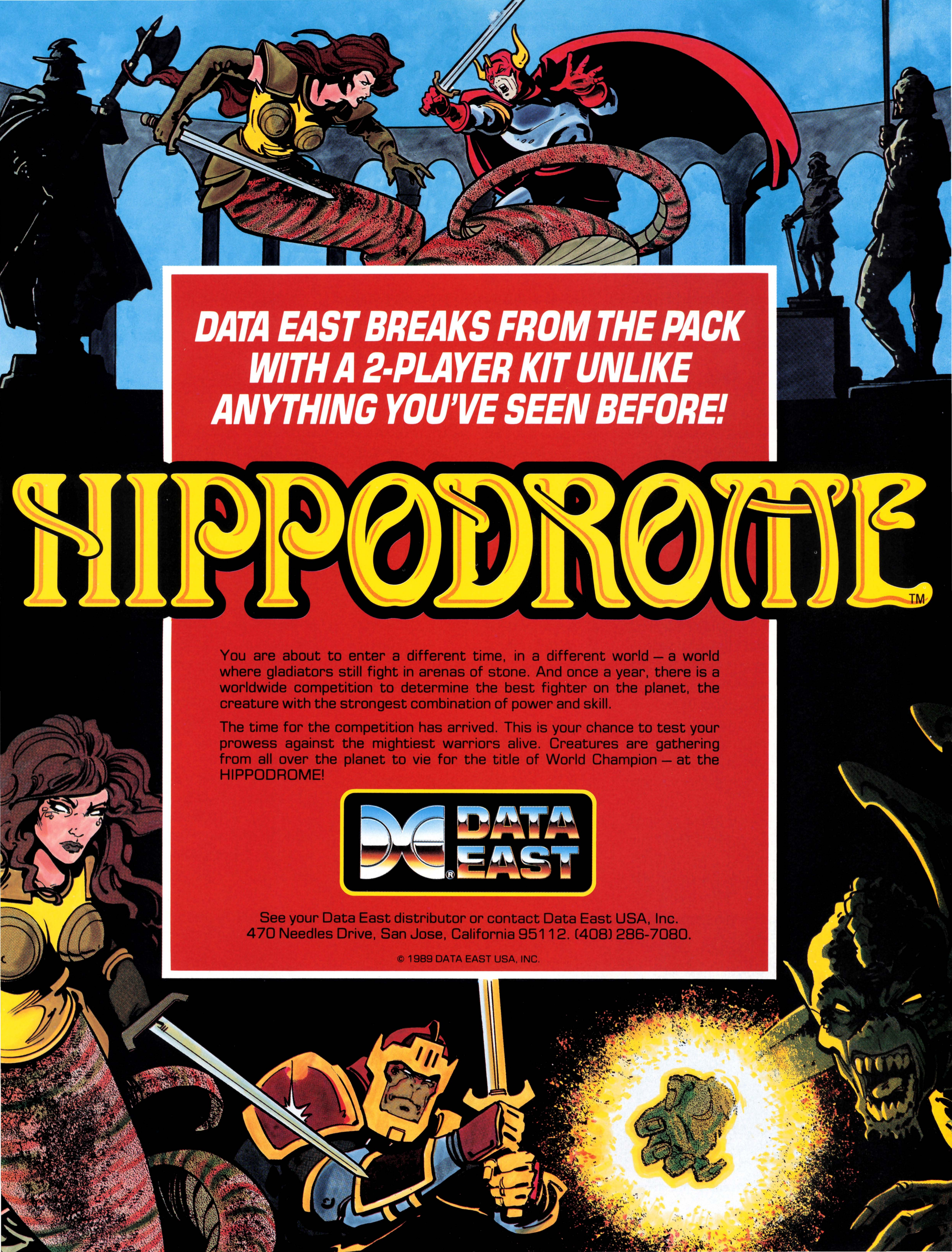
Musci predicted that in the coming years, Data East will look to invest in areas ''that aren't the standard video games with joysticks and buttons.'' This includes non-conventional video products that incorporate aspects of video and pinball, as well as non-conventional, non-video pieces that lean more toward novelty games.

Speaking of pinball, Data East has struck gold with *Time Machine*. Introduced at AMOA '88, this nostalgia-themed pin continues to report high earnings for operators.

''I think *Time Machine* has established us as a pinball manufacturer,'' Musci said. ''It shows we can make a pinball machine that earns well over a long period of time. Besides that, we've had a phenomenonally low number of service calls on it. Any operator who has *Time Machine* can verify that.''



(At left): Chairman Bob Lloyd; (at right): Part of Data East's 35,000 square-foot facilities in San Jose, Calif.



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To help commemorate Playboy magazine's 35th anniversary, Data East Pinball is releasing *Playboy*. Designed by Joe Kaminkow, it will be officially unveiled at the Playboy Mansion on May 11. U.S. orders will begin to be shipped in June.

As of now, Data East's product releases are two-thirds video, one-third pinball. Musci believes that in the next year, pinball will increase to the point where the balance will be about 50-50. ''We've invested a lot into pinball in terms of R&D, production and service,'' he said.

Data East's consumer division, established in 1985, handles the publishing of personal computer and Nintendo Entertainment System (NES) translations of best-selling arcade titles. While many feel coin-op is suffering at the hands of home games, Musci is of the opinion that the relationship need not be adversarial.

''Both the coin-op and consumer markets can co-exist; one accents the other,'' he said. ''The arcade games get exposure, needed exposure, by having their release on the consumer market. But the games shouldn't be released too quickly, because then it begins affecting the cash box. We have a committment to keep coin-op translations out of the consumer market for one full year. *Vigilante, Heavy Barrel, RoboCop* and *Bad Dudes* are all recent hits, and none of them have been released for the home market yet.''

To offset any home game-induced losses, Data East believes in reinvesting profits into new product. ''We reinvest in coin-op first, then the consumer market,'' Musci said. ''Data East is first and foremost a coin-op company.''

Another hot issue in the industry is dedicated upright video games versus kits. Musci says yes, manufacturers wish to sell uprights because 1) they recover R&D dollars quicker; 2) they present the product better; ''a new, cleaner game will earn more and has more player appeal''; and 3) they get through distribution and on to the street faster and in better condition.

He adds that many operators prefer uprights for the last two reasons. In fact, Musci adds, some operators have found that the true cost of kits and conversions are greater than uprights.

''The time, labor, and cabinet costs yield a product that may not earn 100 percent of its potential,'' he said. ''It doesn't have substantial re-sale or trade-in value, and it takes longer to get on location. In this business, time is money.

''Data East has proven that products can be sold both ways. We were the first to do so with *Heavy Barrel*. And we will continue, where applicable, to sell uprights first, then kits.''

A matter that still hasn't been resolved is the parallel board controversy. Musci thinks the idea of a ''rift'' between manufacturers and operators over this issue has been overblown by a vocal minority of operators.

''There are certainly points where we may have different feelings, but I wouldn't call it a rift,'' he said. ''I don't think the majority of operators are interested or involved in parallels. There are very few of them out there, contrary to perceptions. But there are plenty of counterfeits. This parallel issue is different and distinct from dedicated versus kits, which is a marketing issue.''

Operators, Musci says, must be aware of the many drawbacks presented by parallels.

''Parallels are shoddy, secondhand pieces of equipment, so they probably won't earn as much as they should,'' he said. ''They may not have been tested or comply with required safety standards. Games like *Karate Champ, Kung Fu Master* and *Commando* were all tested extensively before being released.

''Also, because they were obtained outside of normal distribution channels, operators have no place to get them repaired,'' Musci continued. ''In many cases, you must pay cash; there's no financing. This circumvents the functions of the local distributor. Distributors are there for a reason. And, of course, there's that cloud of whether it's a copied board or not. Operators can't be 100 percent certain. Parallels harm the market by opening the door for counterfeits, creating 'buyer beware.'''

Musci added that Data East will protect its copyrights and trademarks. ''We will act on counterfeits. We're not pursuing criminal or civil action against operators. Since we feel parallels harm the market, Data East will support legislative efforts to stop them through AAMA.''

Besides Musci, the other members of Data East USA's management team include Bob Lloyd, chairman; Steve Walton, vice president of sales/marketing for the coin-op division; Jolly Backer, director of sales/marketing for video; Jeff Walker, director of sales/marketing for pinball; Lou Rudolph, international sales manager; and Kristin Avena, sales administrator.

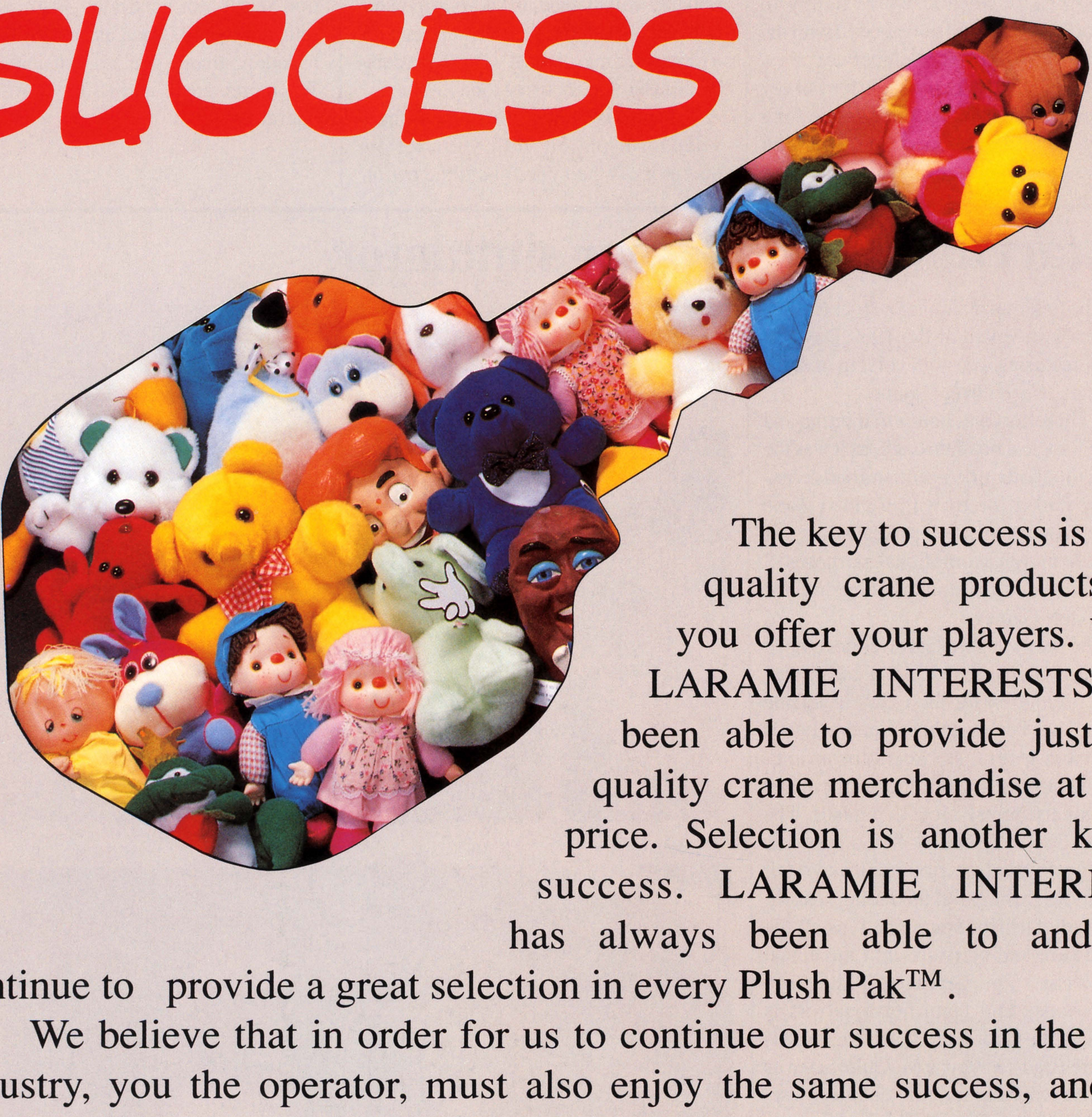
□

TIME MACHINE
1950
1960
1970

Operators lined up at the recent ACME show to play *Time Machine*.

Ray Musci

UNLOCK THE SECRET TO SUCCESS



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Top-notch Equipment Poll debuts

The first ballots for our new-and-improved equipment poll were placed in the April issue, and we're happy to report that we have been pleased with the responses from you, the operator.

Our 1988 State of the Industry Survey revealed a sincere operator desire for a new, top-notch Equipment Poll that ranks the best-earning games around the country. The results of our first set of ballots appears in this issue. In future polls we will include, in addition to video and pinball, other types of equipment for a ratings sample of what's hot in the coin-op amusement industry today.

This poll is a chance for you to share vital information with your fellow operators. When you fill out the ballot, try to be as precise as possible in your scoring. After all, what good is information if it's not accurate. Also, please return it to us as soon as possible.

Again, thank you for participating. We appreciate it, and so do your fellow operators.

Atari develops showcar simulator

The first in-car simulator stockcar was recently unveiled at the 1989 Daytona 500, featuring a custom version of Atari Games' *Hard Drivin'* game.

"This effort was both a marketing and technological breakthrough, as it was the first time a major consumer goods company joined forces with a video game manufacturer to develop a realistic in-car simulator for promotional purposes," said Mary Fujihara, marketing director for Atari Games.

The showcar simulator was developed by Atari Games for General Foods Corp. as a promotion for their Country Time Lemonade beverage line. General Foods sponsors several stockcars for promotional purposes, and one of their key brands is Country Time Lemonade. The Hard Drivin'/Country Time showcar will go on tour to various mall and retail locations throughout the racing season.

Brady Distributing helped install the hardware and software into the actual showcar. The Country Time auto warehouse and team headquarters is located just outside Charlotte, N.C., where Brady's Wayne McGuire acted as project coordinator for technical support. "Without Brady's tremendous support, the simulator would not have met the Daytona schedule" Fujihara said.

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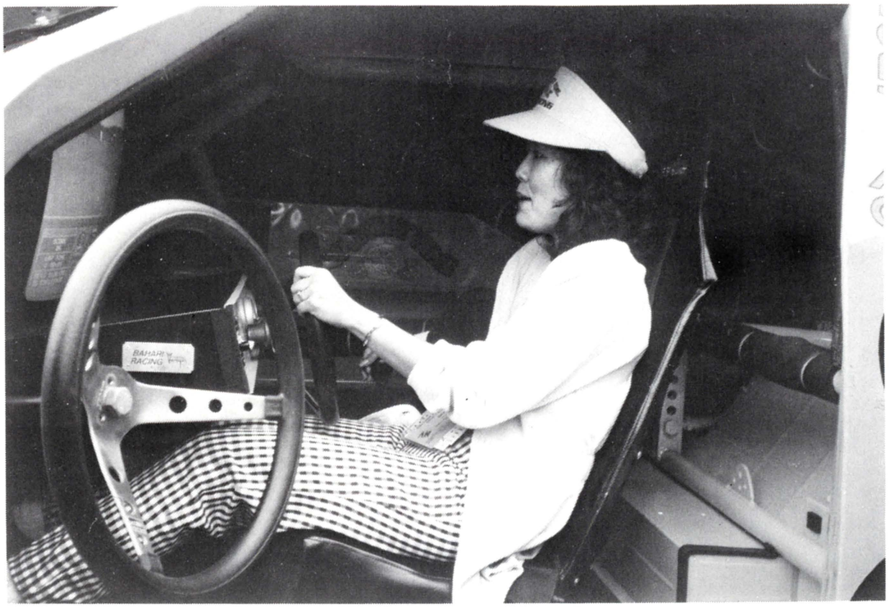
Above right:
Atari's Mary Fujihara and Brady Distributing's Wayne McGuire at the Daytona 500 introduction of the *Hard Drivin'* simulator.



Right:
Mary Fujihara test drives the simulator.

AAMA joins forces with MADD

SEGA
OutRun

John Harter, emcee for the MADD/NAB 1989 National Youth Conference, plays Sega's *OutRun* at the Operation Prom/Graduation dinner dance.

The American Amusement Machine Association (AAMA) continued its efforts to combat drug and alcohol abuse by participating with Mothers Against Drunk Driving (MADD) and the National Association of Broadcasters in their jointly-sponsored National Youth Conference, held in Washington, D.C., on March 3-5.

The conference served as the national kick-off for ''Operation Prom/Graduation,'' which seeks to bring national attention to the seriousness of teen-impaired driving. Some 300 teenagers and adults attended the conference and surrounding events.

One of the conference highlights was a special ''Prom Theme'' dinner and dance. AAMA, with the help of Time-Out Amusements in Fairfax, Va., contributed three video games for the dance. They were set on ''free play'' for the enjoyment of the youths in attendance. AAMA member Sega Enterprises donated T-shirts, which were given away as dance door prizes.

In 1987, AAMA and MADD joined together to produce a public service announcement entitled ''Life's Not A Game.'' It's been distributed to MADD chapters across the country and will be aired in connection with Operation Prom/Graduation. This spring AAMA will be working with MADD on a poster that'll carry the ''Life's Not A Game'' message. It will be distributed by MADD to high schools and recreation centers nationwide.

Planning underway for AMOA Expo '89

Exhibitor information was mailed in early April to prospective exhibitors for AMOA Expo '89, an international show that's replete with exhibitions and seminars for the coin-operated amusement, music, and vending industries. Expo '89 will be held Sept. 11-13 at the Las Vegas Hilton.

More than 525 booths are expected to be sold for this year's expo, which will feature the latest in video games, pinball machines, CD jukeboxes, electronic darts, cranes, cigarette vending and other coin-op equipment. Expo '88 in Chicago had 513 booths purchased by some 180 companies. Over 7,000 owners/operators, distributors, and manufacturers attended that show.

In addition to the exhibitions, educational seminars at Expo '89 will address the latest technological and managerial issues. The jukebox, which is celebrating its 100th anniversary this year, will also be feted at several Expo '89 functions.

The chairman for Expo '89 is Jack Kerner of Melo-Tone Vending in Somerville, Mass. The chairmen of the show subcommittees are as follows: Russell Love of Royal Vending Services in Santa Fe Springs, Calif. (educational seminars); Tami Norberg-Paulsen of C&N Sales in Mankato, Minn. (awards); Jerry Derrick of Derrick Music Co. in Charleston, W. Va. (exhibits); John Newberry of Venco Amusements in Bland, Va. (Hesch Scholarship Fund promotion); Cheryl McCowan of Charlie's Recreation in Eugene, Ore. (registration); and Stan Seymour of Seymour Music in Sarasota, Fla. and Bob Porter of Hope Novelty in Hope, Ark. (co-chairmen for banquet seating).

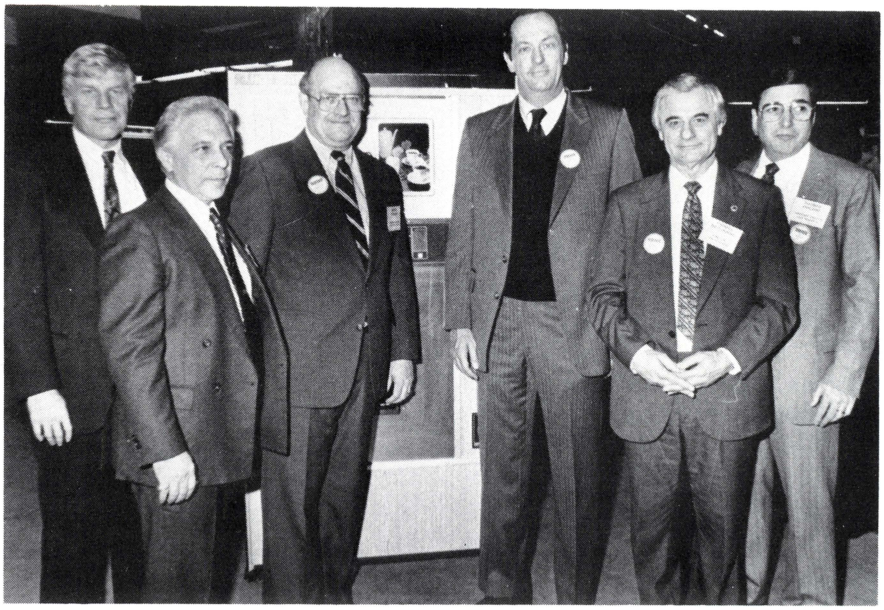
Hanson names Mistretta

Sir Gordon White, chairman of Hanson Industries, the U.S. arm of Hanson PLC, has announced the naming of John A. Mistretta to chairman of the Hanson Recreation and Leisure Group. Mistretta, 42, joined Hanson Industries in 1987 as a group controller. Prior to that, he was vice president/controller of Purolater Products Inc.

The Hanson Recreation and Leisure Group includes The Valley Co., The Ertl Company, Bear Archery, Tommy Armour Golf Co., and Universal Gym Equipment Inc. Hanson PLC is a British-American industrial management corporation.

TELL 'EM YOU READ IT IN THE 'METER

Rowe receives U.S. Senate award



Sen. Bill Bradley honors Rowe International and its UAW union members with an award for productivity excellence. Pictured (l to r): Jerry Hejtmanek, Rowe senior vice president of sales and marketing; John Nigro, Rowe vice president of JIT; Bruce Cowles, Rowe president and chairman of the board; Bradley; Tom Natchuras, director of UAW region 9; and Tom Fricano, assistant director of UAW region 9.

Rowe International was a recent recipient of the U.S. Senate Productivity Award for 1988, which is given by each senator to an organization in his or her state that produces a product or performs a service in an efficient, high-quality manner. It was established in 1982.

In presenting the award, U.S. Senator Bill Bradley, D-N.J., cited the initiative taken by Rowe and its union, the United Auto Workers (UAW), to establish a system that improved worker productivity and heightened the level of quality and response to customer needs.

"Today I honor teamwork, something I am familiar with from a former career; I know how essential it is in my present one," said Bradley, a former basketball star in both college (Princeton) and the pros (New York Knicks). He made his remarks at an awards ceremony held in Rowe's Whippany, N.J., facilities.

Changing its production approach from the traditional Materials Requirements Planning mode to a Just-In-Time (JIT) manufacturing system has proven far more efficient and economical. In addition, the JIT system provides Rowe with the means to significantly reduce the investment in and quantity of in-process inventory.

Rowe was chosen from nominations submitted by a panel of leaders from industry, management and labor.

Data East readies *Playboy* pinball

To commemorate Playboy magazine's 35th anniversary, Hugh Hefner might have been content with a beefed-up special issue or a bash at the Playboy Mansion. But he decided to extend the celebration, and the result is *Playboy*, a new pinball by Data East and designer Joe Kaminkow.

Data East entered into a licensing agreement with Playboy to produce the machine, which began distribution around the world in April. It will be officially unveiled on May 11 at a party at the mansion.

Playboy features a computerized bi-level playfield depicting the famous mansion. The backglass combines color photography and animation, with Hefner and future bride Kimberley Conrad playing host to a party of buxom Playmates by the swimming pool. And, for a dose of realism, a digital stereo system carries Hefner's tape-recorded voice saying, "Ciao, babe. You look beautiful."

The pin has generated a swirl of media attention, with the likes of The Associated Press, The Los Angeles Herald Examiner, Entertainment Tonight, and Chicago radio stations, among others, devoting coverage to it.

"This will be the pinnacle of pinball for the '80s," said Kaminkow.

Merit promotes Rubinstein

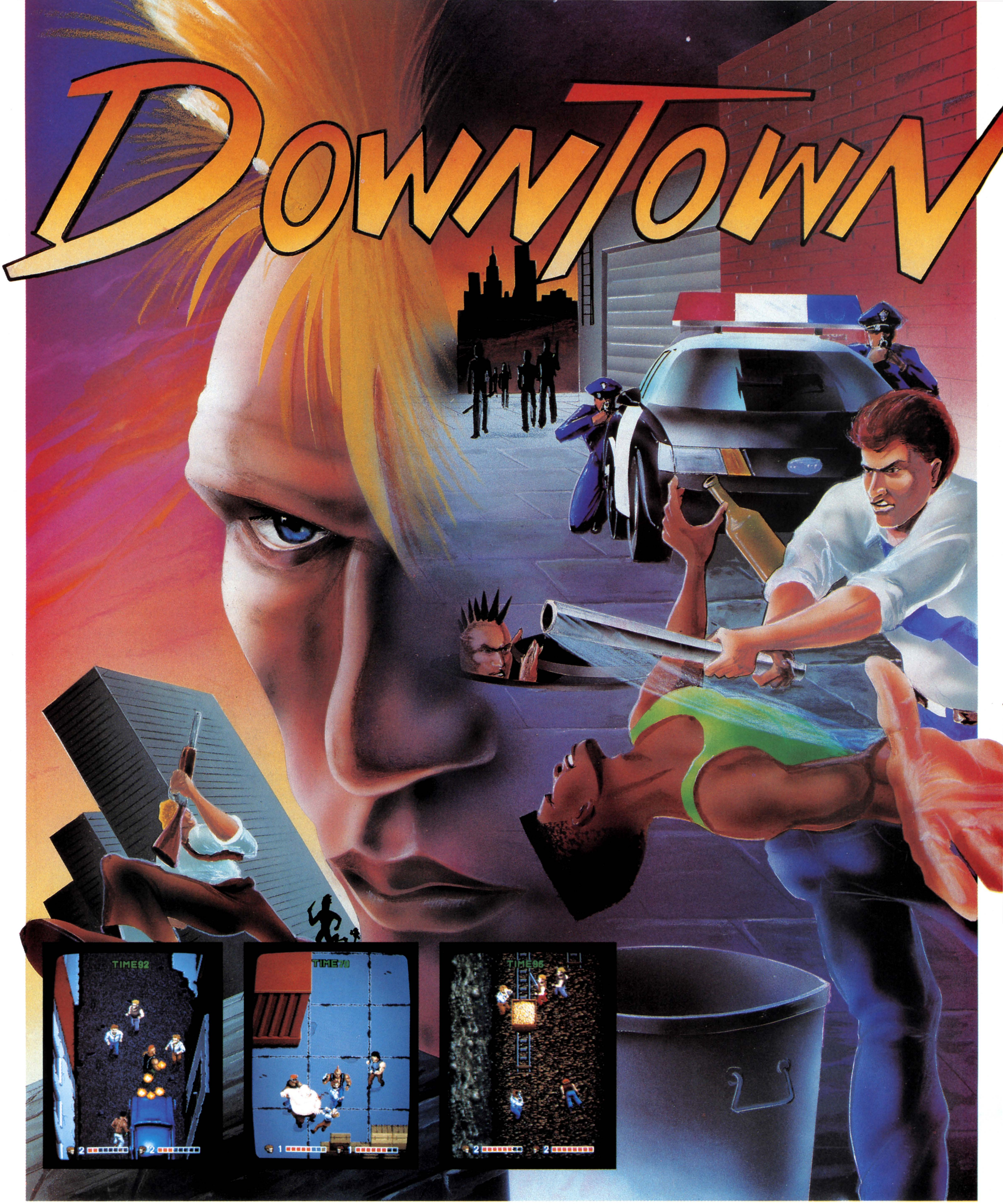
Merit Industries has named David Rubinstein as national sales manager. He has been a sales representative for Merit for the past six years.

According to Mort Ansky, Merit's vice president of sales, "David's promotion reflects the tremendous contributions he has made to the company. We recognize his efforts and expect even greater success. David's new position involves responsibility for sales policy, strategies, and programs as new Merit products are developed and marketed."

Rubinstein joined Merit in early 1983 and was instrumental in helping the development of the firm's national distributor network. The company noted that along with the significant role in upholding the reputation for ethics and integrity that the company enjoys, he is also widely recognized for his efforts within state associations.

A. Penrod's to open entertainment chain

A. Penrod's Entertainment Corporation (APEC) of Thousand Oaks, Calif., is developing a chain of indoor entertainment centers to be known as A. Penrod's Entertainment Emporiums. These facilities will feature amusement arcades, midway games, themed rides, restaurants, live and multimedia shows,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22857 Lockness Avenue, Torrance, CA 90501 • (213) 539-2744 • FAX: 213-539-3626 nightclubs, ice cream parlors, and shops. They'll all be housed within 70,000 to 100,000 square-feet of space.

Plans call for these entertainment centers to be developed in over 75 metropolitan markets nationwide over the next 15 years. The initial facility is expected to open in the Los Angeles area in about 15 months. APEC is also discussing the development of one or more facilities on a joint venture basis with a shopping center developer in Arizona.

The concept was originally developed in 1981, when company founder Steven Dooner was an administrator for Pizza Time Theatre (Chuck E. Cheese). He believes there is a market niche for the emporiums; they will offer the best attributes of a theme park, theme restaurant and shopping mall all in one facility, Dooner believes.

AAMA sponsors gymnastics group

The American Amusement Machine Association (AAMA) has pledged its support of U.S. Olympic hopefuls by becoming a sponsor of the U.S. Gymnastics Federation. The American Cup, an international gymnastics event, was held at George Mason University in Fairfax, Va., on March 4-5. It spotlighted gymnasts from some 18 countries, including the United States, Russia, China, and Romania.

''We as an industry recognize the importance of athletic federations and competitions such as the American Cup to the development of future U.S. Olympians,'' said Frank Ballouz, AAMA president. ''We are proud to have had the opportunity to do our part to make this a terrific weekend for all the athletes present and the folks who came out to watch.''

Sponsoring this event was part of an ongoing program by AAMA to support the U.S. Olympic teams. Last August, AAMA sponsored a ''free play'' gameroom in Los Angeles for U.S. Olympians before their departure for the Summer Games in Seoul, South Korea. Other such gamerooms are planned for the Olympic Festival in Oklahoma City in July 1989 and the Goodwill Games in Seattle in 1990.

Data East names Rudolph

Data East USA has appointed Louis Randolph to the position of international sales manager. He will be responsible for sales and technical service of the Data East pinball product line in the international marketplace. Rudolph will be based in West Germany; his travels will be primarily throughout the European continent.

Rudolph was formerly electronics manager for Data East Pinball. His previous employers include Stern Electronics, Bally's Alladins Castle and Empire Distributing. ''Lou will be a great asset to our company, serving as the eyes and ears to an important foreign market for Data East USA,'' said Jeff Walker, vice president of international sales.

Brechner changes European division

Upon the recent withdrawal of William Alter from the partnership of Alter-Brechner Ltd., the company has restructured and will operate its European division under the name of Dan Brechner & Co. LTD. The announcement was made by Milton Brechner, chairman of Dan Brechner & Co. Inc. (USA).

Dan Brechner & Co. LTD. will offer the same ''quality, service and economy'' in the European marketplace as presently exists for Brechner's American customers. It is solely owned and operated by Dan Brechner & Co. Inc.; the officers and personnel will be in charge of the day-to-day business.

The company is maintaining offices and production facilities at Linmade LTD- Mr. David Jelley, Unit N12 Europa Trading Estate, Erith Kent England, DA81QL; they can be reached by phone at 44-3224-46608 or by FAX at 44-3224-41616.

Colorado Game Exchange adds lines

The Colorado Game Exchange Inc. has been appointed Rocky Mountain area distributor for the Williams and Sega product lines.

The company already handles the product offerings of such manufacturers as Atari, Bally, Capcom, Data East, Dynamo, Konami, Leland, Merit, Nichibutsu, Nintendo, Romstar, SNK, Tecmo, Tornado, American Shuffleboard, American Technos, and Arachnid.

RENO
THE BIGGEST LITTLE CITY IN THE W

Service technicians from across the country attended Randy Fromm's Arcade School recently in Reno, Nev. In this class photo are: Eric Spry, Bruce Gillies, Allen Kendrick, Carl Wegner, Jerry Weinberg, Don Kelly, Dwight Kelly, Dan Kelly, Mark Elking, Richard Grace, Scott Spencer, Darin Haitsuka, Damon Eldridge, Bob Snyder, Matt Hensel, Dave Baroody, Pete DeWolf, Bernie LeCaptain, Dudley Stevenson, and instructor Randy Fromm.

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Veryfine
apple cranberry
juice
cocktail

Veryfine's new 32-ounce, plasti-shield bottle.

Veryfine reassures a concerned public

Juice manufacturer Veryfine Products Inc., cognizant of the public alarm over apples treated with the chemical Daminozide (Alar), want their customers to know that for the past three years they have refused to use Alar-treated fruit in their juice products. Also, Veryfine requires apple growers to sign affidavits stating that the products delivered are Alar-free.

David Rowse, president and CEO of Veryfine, is a member and former chairman of the Processed Apples Institute. He has worked to establish numerous policies to unify the industry's standards in product quality. Sam Rowse, Veryfine's executive vice president, is also involved in the Processed Apples Institute and was instrumental in eliminating Alar usage at Veryfine in 1986.

In other Veryfine news, Peter W. Benson has been named Southwestern region sales manager. As a member of Veryfine's field sales management team, he will be assigned to Houston. Benson will be responsible for the Dallas, Lubbock, San Antonio, Houston, and El Paso markets in Texas, and Albuquerque, N.M., Arkansas, Oklahoma, Louisiana, and Mississippi broker territories. He worked most recently as regional sales manager for Ocean Spray Cranberries Inc.

The company has added Pink Grapefruit Juice Cocktail to its line of fruit juices, juice cocktails and drink flavors. The addition increases Veryfine's product line to 23 flavors.

The new juice cocktail will be available in Veryfine's 10- and 16-ounce plasti-shield bottles, as well as 11.5-ounce aluminum cans. Scheduled for distribution in May, it will be available to consumers shortly before Memorial Day.

Also, Veryfine has added 32-ounce plasti-shield bottles to its line of packaging. ''With its ease to stock, resealable cap, wide mouth, and easily-handled shape and size, the plasti-shield bottle has been a real winner for us in 10- and 16-ounce,'' said Steven D. Rowse, Veryfine's director of marketing.

American Vending Sales relocates

American Vending Sales Inc. has moved to new headquarters. Their address is 750 Morse Ave., Elk Grove Village, IL 60007. The phone number is (312) 439-9400; the FAX number is (312) 439-9405.

General Amusement adds two managers

General Amusement Corp., a large operator of movie theatre-based video games, recently added two new route managers to its in-house service staff: Rosemary Shamblee and Don Toy. As route managers, they will be responsible for interfacing with theatres across the United States where GAC operates video games.

Also, GAC has promoted Janine Harnish to administrative assistant for operations. Harnish, who joined GAC a year ago as a secretary, will be responsible for overseeing game purchases and shipping, preparing revenue analyses for customers and management, and other administrative duties.

DataVend, Diebold reach an agreement

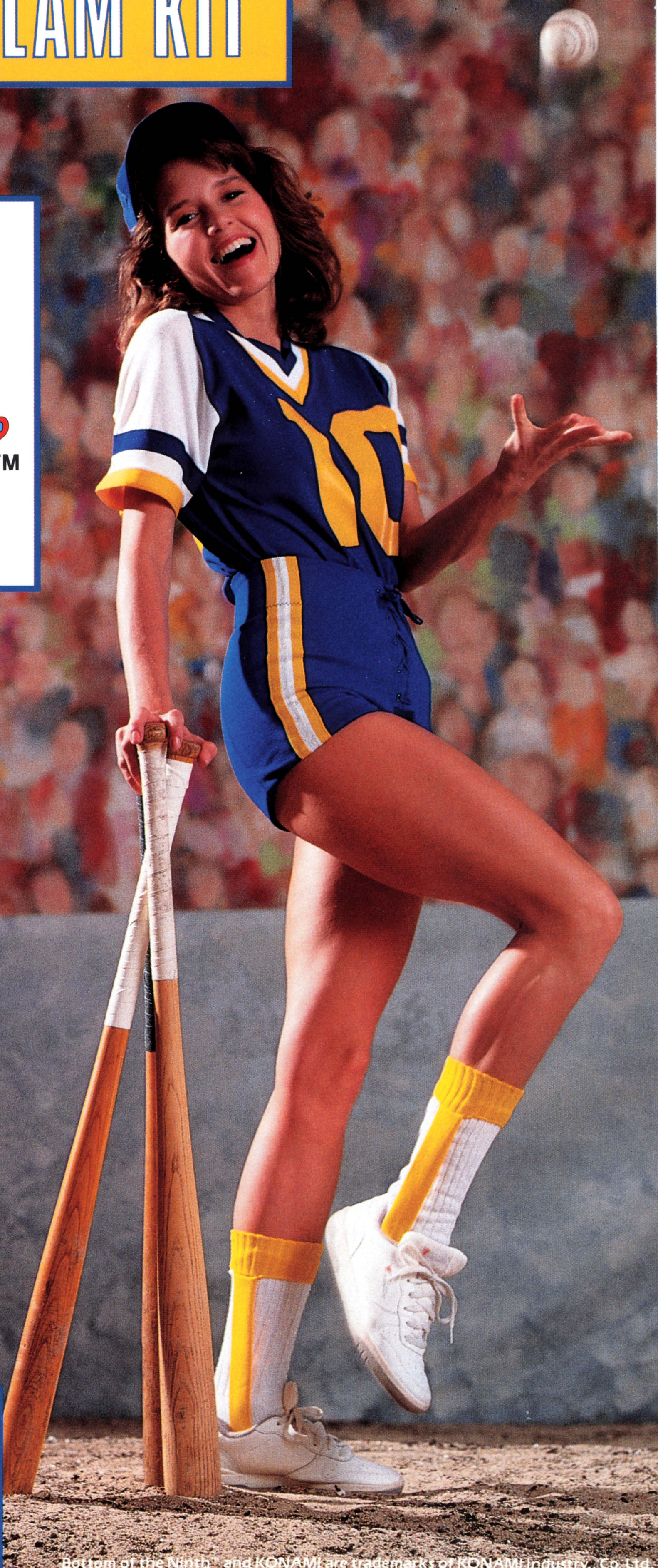
DataVend Inc. of Baltimore, Md., has signed an agreement with Diebold Inc. of Canton, Ohio, to install 40 video dispensing machines. This will allow DataVend to evaluate the potential for automated videotape cassette vending in a variety of environments. The agreement also includes Diebold installation and service support.

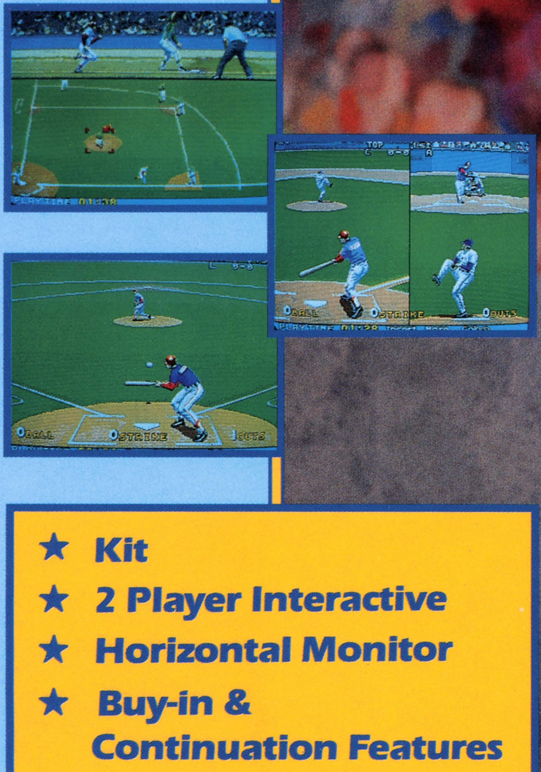
DataVend's network of MovieMatic machines is being implemented in office buildings, mass transit stations, supermarkets, hotels, hospitals, and other high-traffic areas.

''The MovieMatic machines will enable DataVend to expand its growing business as a provider of automated consumer products distribution and inven-

ANOTHER GRAND SLAM KIT

BOTTOM OF the Ninth™





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4) **Buy-in & Continuation Features**
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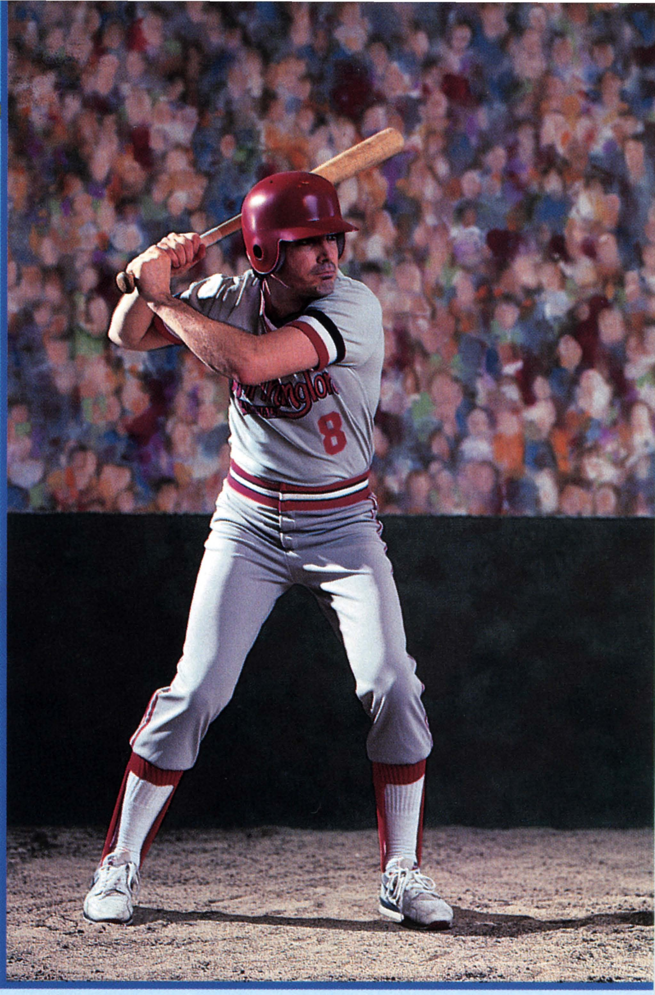

Description:

Batter up! Loosen up in the bullpen, take a few practice swings, and warm up for Major League action in Konami's latest winner, **Bottom of the Ninth.**

The player can choose his team from among the following cities:

- **Chicago**
- **Los Angeles**
- **Atlanta**
- **New York**
- **Boston**
- **Houston**

The player's controls offer a wide variety of play options and enable him to perform like an actual baseball pro. When pitching, he can adjust his aim to the catcher and select which type of pitch he wants to throw—fast ball, screw ball, curve ball, sinker, fork ball, knuckle ball, slider, or change up. When batting, he can adjust his position in the batter's box and the angle of his swing—or he can bunt! When he is fielding, he can select where he wants to make the play. As a special option, the fielder can run to a base to make a play, or run down a baserunner.

The baseball action is enhanced by the realistic plays and special effects. In the 2-player mode, the split screen allows each player to see what is happening from the batter's and pitcher's standpoints. The split screen shows different perspectives on each play, even occasionally panning to the dugout, where players can see the coach's reaction to different plays. These features and many more, such as zoom shots of close plays, make **Bottom of the Ninth** the most realistic and exciting baseball game yet!

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tory management systems,'' said Richard C. Smith, DataVend's chairman and president. ''Diebold's proven machine and experience in the manufacture of high-tech equipment makes it an excellent complement to DataVend's strengths in consumer products marketing and distribution.''

Playfair releases instructional video

Playfair Shuffleboard Co. has introduced its first promotional/instructional video as part of a new marketing campaign, which is targeted toward the coin-op amusement and tavern sports industries. The video, called ''Set 'Em Up...Slide,'' showcases the entertainment, competitive and profit-making potential of tabletop shuffleboard and Playfair products.

''With a lean, eager sales force and a large-scale product, we've been scouting for a touch of marketing magic,'' said Brian Crowl, president of Playfair. ''We've been looking for an easy, practical product presentation method. Our new video gives Playfair Shuffleboard an immediacy just short of being there in person.''

For more information about the VHS video, contact Crowl at Playfair Shuffleboard Co., 7021 Bluffton Rd., Fort Wayne, IN 46819; call (800) 541-3743 or (219) 747-2877.

Snyder addresses Indian conference

Gaming and gambling expert Bob Snyder was a featured speaker at the North American Conference on the Status of Indian Gaming, held at Bally's Hotel in Reno on March 29-31.

Drawing from his over 20 years of experience in the gaming field, Snyder spoke on the subject of establishing regulatory, accounting and security controls for Indian gaming operations.

The conference, sponsored by the University of Nevada-Reno, addressed key issues in light of the recently-enacted federal legislation governing Indian gaming and gambling activities.

NARC
NARC
NARC

Players try to win a *NARC* jacket during the ACME show.

This *NARC's* for you

If you weren't fortunate enough to win a *NARC* jacket in the Williams booth during the recent ACME show, it's not too late to get one. Williams is offering the limited edition jackets for $45.

The company is also selling *NARC* T-shirts for $7 and long-sleeve jerseys for $15. To order yours call Roger Sharpe at Williams. The phone number is (312) 267-2240.

Honest boy gets home video system

Does it pay to be honest? Nine-year-old Levi Jackson will certainly tell you it does. The boy, who lives in Stockton, Calif., found more than $500 in cash while at a shopping center. He had hoped to buy a Nintendo home video game with part of the money, but decided instead to turn his windfall over to the police.

At school the next day, Jackson got a surprise visit from Jeanette Williams, who had read about his good deed in the newspaper. The money didn't belong to her, yet she decided that Jackson should be rewarded for his honesty. The reward? A Nintendo video game.

''Not only will Levi remember this, but all the kids now know that it pays off to do the right thing — even if you don't get a Nintendo game,'' said Jackson's teacher, Jaquelin Berggrem.

Nationwide Vending sells part of company

Nationwide Vending Services Inc., a vending management organization, has announced the sale of a minority interest in the company to ASCOM/Autelca Communications Ltd. The buyer is headquartered in Ft. Lauderdale, Fla., with its international headquarters in Gumligen-Berne, Switzerland.

''Our association with ASCOM/Autelca will enable our company to secure our future as a management organization in the telecommunications and automatic merchandising industry,'' said Fred Pollak, founder and chairman of Nationwide.

TELL 'EM YOU READ IT IN THE 'METER

PLAY FOOTBALL

While operators reviewed the new games at ACME '89 in Reno, Larrianne Simon of Pride Enterprises in Huntsville, Ala., discovered antique game "finds" in nearby Virginia City. Here Larrianne purchases a *Play Football* game that's a forerunner of foosball.

Excuse the error

In the March issue of Play Meter (pg. 26) we incorrectly printed a news item indicating that Romstar and Cap-Estel Enterprises were involved in a joint marketing program for games for the Nintendo Entertainment System (NES).

We stand corrected and state that Romstar alone will handle its game software for the consumer market through a newly-formed consumer products division. Cap-Estel Enterprises will in no way be connected to Romstar's consumer division; the company exists as a totally separate entity.

In addition, Romstar will not market any *Double Dragon* type of game for the NES.

We apologize for any problem this may have caused Romstar or its customers.

Fun 'N Games hosts air hockey event

Players from the Denver-Boulder area, Northern Colorado, and Southern Wyoming competed in the First Annual Northern Colorado Air Hockey Open, held Feb. 18 at Fun 'N Games in Loveland, Colo. Sponsors included Dynamo Corp., Fun 'N Games, and several local businesses.

Four-time national champion Bob Dubuisson of Boulder won first place; Steve Hartley of Loveland took second. Other winners were Mike Mosiniak of Wheat Ridge, third; Doug Kohler of Boulder, fourth; and Lorraine Morrison of Boulder, fifth.

Shawn Race of Loveland won the amateur division, followed by Greg Cole of Loveland. Geoff Williams of Arvada won the beginner bracket and Scott Williams of Loveland was runner-up. Fun 'N Games reports increased air hockey interest from local teens at the Loveland location and a new arcade in Ft. Collins.

For more information on air hockey events, contact Mark Robbins at Dynamo, (800) 527-6054 or (817) 589-7699.

Pictured, above right: Happy air hockey winners (l to r) Mike Mosiniak, Bob Dubuisson, Lorraine Morrison, Doug Kohler, and Steve Hartley. Below right: A scene of competitive play at Fun 'N Games, host location.

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STATE UPDATE

ILLINOIS

In Chicago, Alderwoman Helen Shiller has proposed an ordinance that would put a ''lending library'' of 25 books in every city game room with three or more amusement machines. Why not mix Poe and Chaucer with video and pinball?

''We must all do our fair share,'' she said. ''We must try to make all the communities of Chicago classrooms for a better future.'' The proposal was sent to the License Committee for public hearings.

MINNESOTA

Thirty-eight members of the Minnesota Operators of Music and Amusements (MOMA) converged on the state capitol in St. Paul on Feb. 27 for the first ''MOMA Day on the Hill,'' a chance for operators to voice their opinions on issues affecting coin-op in Minnesota.

From noon to 5 p.m., the participants met with their respective House and Senate members, attended committee hearings, and viewed both houses while in session. Over half of the members of the Minnesota Legislature were contacted personally by MOMA members.

The main issue of importance to the group was the introduction of a MOMA-sponsored bill that would permit the operation of a coin- or currency-activated Video Pull Tab Game. Since paper pull tabs (for the benefit of charitable organizations) are legal in Minnesota, the newly-proposed legislation would supplement current state statutes.

The day was culminated with a reception for state legislators and members of their staffs. During the reception, a high score competition in pinball, darts and basketball was held. The prizes were $100 for first and $50 for second, with the money being donated to the winner's favorite charity. Those in attendance say the event was such a success that it will undoubtedly become an annual event.

NEW YORK

Operators in New York are getting antsy over proposed legislation that would increase taxes and, consequently, adversely effect them. Among the bills are: 1) one that would impose a seven percent tax on gross receipts for games and jukeboxes; and 2) one to increase the cigarette tax by seven cents per pack.

Also, Mayor Ed Koch has requested an increase in the COAD tax from $25 to $175 per machine. Even though this was requested by the city, Albany must give permission. If it is granted, every county in the state could impose this tax.

The Association is urging operators to contact their local assemblyman/senator personally. Money is needed to fight these taxes and for legislation of video poker machines. Legal fund donations for 1989 can be sent to Blatt & Koppelman, P.C. Legal Fund.

SOUTH CAROLINA

Businesses with coin-op amusement games in Union, S.C., and nearby areas must pay a license fee or face stiff fines for noncompliance. Vendors of these machines are required to pay city and state taxes, but some have been trying to avoid them, according to Ken Barnett, Union's finance officer.

''There are cases where someone will open a business and try to get by without buying a business license, but they must realize the risk being taken,'' he said. ''If we do find out about it, there is a $240 fine and each day is observed as a separate offense.''

South Carolina imposes a tax on every coin-op amusement machine, plus an owner/operator license for the vendor. The owner/operator fee ranges anywhere from $100 to $1,000, which must be paid every year. The fee per game ranges from $25 to $600. ''Any machine that has a slot to put money in must have a South Carolina license,'' said Frank Cox of the S.C. Tax Commission.

The responsibility of buying the state license falls to the owner of the machine, not the person leasing it. ''No one is exempt from this fee,'' Cox added.

SOUTH DAKOTA

A video lottery bill that survived both houses of the South Dakota Legislature in late February is expected to provide about $8 million for the state treasury in the next budget year. The money will help fund education and other programs.

The video lottery will utilize Montana-legal video poker machines manufactured by such companies as Merit Industries and SMS Manufacturing. They will be allowed only in businesses licensed for on-premise consumption of alcoholic beverages. The percentage of revenues that the state is to receive is on a ''sliding scale'' between 15 and 35 percent. The lottery commission must still decide on what the final percentage will be.

The biggest payoff for one 25-cent game is $125. A maximum of eight quarters can be played at one time, making the maximum payoff $1,000.

''This is the first time that any lottery has involved the coin machine industry,'' said Dean Schroeder, president of South Dakota's state association. ''We'll just feel our way along and see how it goes.''

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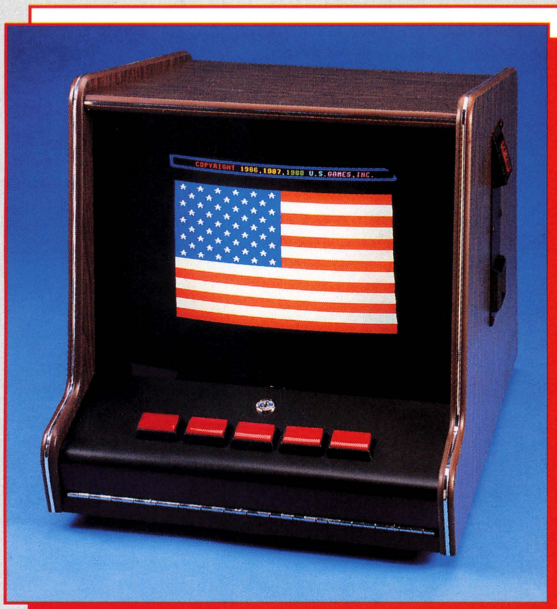

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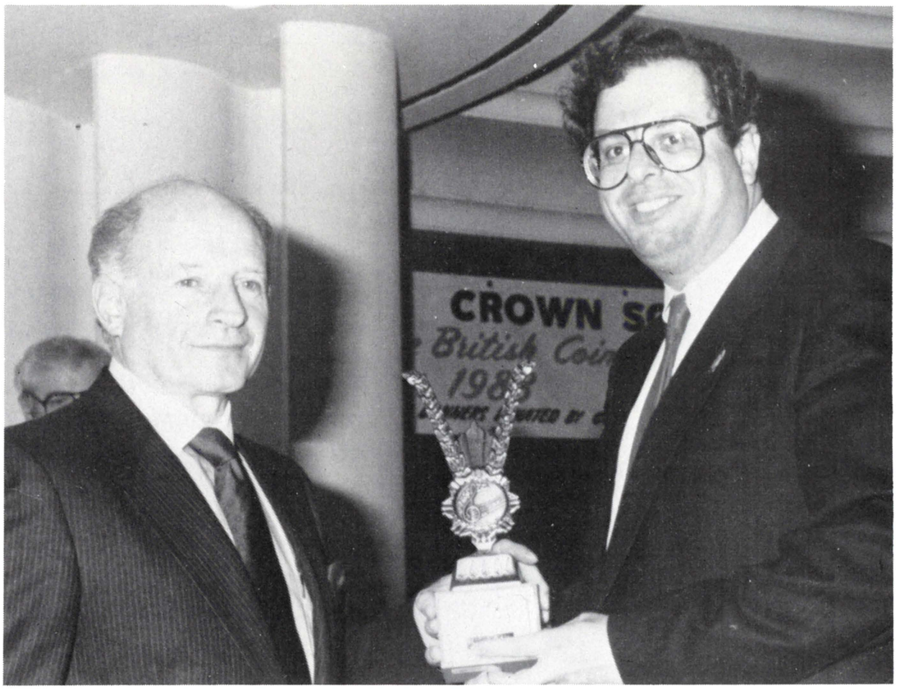
Rowe receives British jukebox award

Rowe International was the recent recipient of the British Coin Machine Industry's ''Best Jukebox of the Year'' award for 1988. The presentation took place at a charity benefit dinner held during the Amusement Trades Exhibition International (ATEI) show in London's Grand Hall Olympia.

The first annual award was accepted for Rowe by Joel Friedman, vice president of music, and Jerry Gordon, vice president of distributor operations.

''We are honored to be recognized by the British operators with this inaugural award,'' Friedman said. ''Over the past 60 years, Rowe/AMI has steadily built a reputation as a dependable, world-class manufacturer of innovative products. Even though this award indicates that we have reached the top, we pledge never to rest on our laurels. We promise the operators to continue to develop reliable jukeboxes for the music industry of today and tomorrow.''



Rowe's Jerry Gordon (l) and Joel Friedman accept the ''Best Jukebox of the Year'' award at the ATEI show in London.

Officers elected, issues discussed at LAMOA meeting

Louisiana's state association, LAMOA, held its annual membership meeting to elect new officers on Feb. 17 at the Hilton Hotel in Alexandria. The new president is Christ Kanellakis of V.J. Vending Service/Melody Music. He takes the place of outgoing president David Goudeau.

Two new directors were elected: Bob Nims of A.M.A. Distributors and Larry Gros of Gros Amusements. The new treasurer is Larry Haley of Larry Haley Amusements.

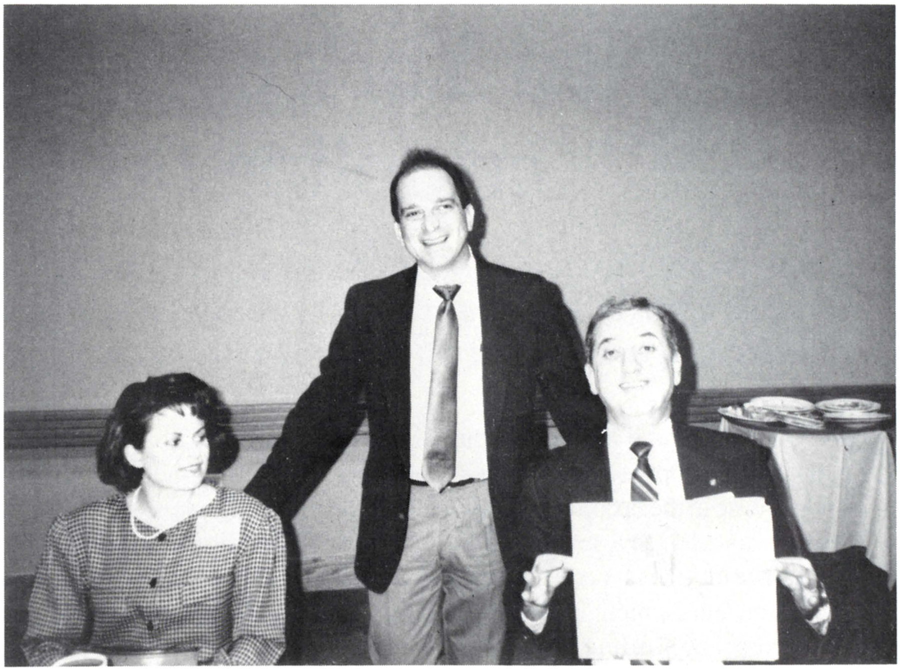
Part of the meeting focused on legislation that was to be introduced at the April

The officers of LAMOA, (front row, l to r): Bob Nims (director) and Larry Haley (treasurer); (back row, l to r): Larry Gros (director), Christ Kanellakis (president), David Goudeau (immediate past president), Nick Putch (director), and Mike Cannon (director).

convening of the Louisiana Legislature. One bill would reinstate the occupational license fees closer to what they were two or three years ago.

Operators have experienced a tremendous burden with these higher fees, which were raised between 300 and 500 percent, Kanellakis said. For example, jukebox fees went from $10 to $50 per machine; the ones on pool increased from $15 to $50. Gov. Buddy Roemer vetoed this bill last year, Kanellakis said, but he's agreed to sign it this time around.

Also, at press time, Kanellakis was waiting for word from Roemer as to whether the governor would support legislation legalizing video card games such as poker and blackjack. It's been estimated that the state would receive $33 million in revenues from the machines. Kanellakis met with Roemer on Jan. 25 about video card games, using Montana and South Dakota as positive examples.



The LAMOA management team of Rosemary Crifasi and Bob Matthews (r), with new president Christ Kanellakis (c).

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New York operators face crippling tax hikes

[Editor's note: The following is a letter written by Nat Ury, president of AMOA-NY, detailing the ramifications of proposed tax hikes in the state of New York. Other states could face similar difficulties if legislators are not educated as to the true economics of the coin-op industry.]

Gov. Mario Cuomo has urged the Legislature to adopt a seven-cent-per-pack increase in the tax on cigarettes. He also wants to see a seven-and-a-half percent gross-receipts tax enacted on amusement games and jukeboxes. If Cuomo's idea is adopted, New York State will wind up in a worse mess. The income from the proposed taxes will fall far short of expectations. Cuomo's plan will crush the state's electronic game and cigarette vending industries.

Cigarette bootlegging in this state has just about ceased. The governor's tax program will revive it on a widespread, rampant scale. This is especially true in New York City, where there is an extra 80-cent-per-carton tax and a major cost differential when compared with other states along the East Coast.

The meager cigarette enforcement unit within the State Tax Department will never be able to make a dent in the profiteering and smuggling that will permeate all parts of the state. The governor is acting very irresponsibly— unless he can convince most of the other eastern states to raise their cigarette taxes and deal with this inequity.

The last time the tax on cigarettes was raised, in 1981, revenue for the state actually declined. Cuomo will be granting a golden opportunity for the underground economy to rip off huge profits from New York State. But the profitability of the legitimate vendor, who is already paying a heavy tax burden, will be paralayzed.

Likewise with electronic games. News accounts have listed the electronic games industry as something that could yield $250 million per year. This is impossible. The analysis fails to distinguish between the games being used for commercial vending and the games sold for home use. This is an entirely different industry, which, in fact, has hurt our members. Nintendo and Sega, two well-known home game manufacturers, have had some of their best business years ever. But none of these profits touch the commercial game vendor.

Cuomo wants members of our industry to pay a seven-and-a-half percent gross-receipts tax on what the state perceives is a quarter per play. The 25 cents that goes into a game only yields 12-1/2 cents to the vendor. The other half goes to the location owner, be it a bar, pizza parlor, luncheonette, etc. Out of the vendor's half, we have to make a risky investment averaging $4,000 for the machine; pay a seven-and-a-half percent sales tax on that purchase; handle the maintenance, trucking, servicing and collection; and factor in the depreciation of the machine's value.

Right now there is a tremendous strain on the ability of that 12-1/2 cents to carry this burden and return a reasonable profit for the vendor. The tax that Cuomo wants will kill this industry.

Some lawmakers suggest re-fitting the machines to collect 30, 35 or even 50 cents. The cost of manufacturing a special piece of equipment for the New York area, different from what is being used in the rest of the country, would be astronomical and worthless in terms of resale value.

There is another way to accomplish the governor's revenue-raising objectives, but it will require courage and leadership. New York allows horse racing, off-track betting and lotteries — all in the name of attracting tax revenues. Why not allow our industry, in a controlled system, to operate electronic poker games?

Instead of unjustly punishing our industry, it will be a heavy dose of economic adrenaline that will generate more jobs and bring in the money Cuomo needs to balance the budget.

(Note: This issue is also mentioned in our ''State Update'' section on page 32.)

We've Blown Away The Competition...

DATELINE 1989: THE GREAT FOOSBALL WAR IS OVER!

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GUEST COMMENTARY

The Russians are coming, The Russians are coming!

by Louis Boasberg

We have all been lamenting the fact that almost all of our video games and kits originate in Japan, developed by Japanese ingenuity and know-how. When we are all praying and hoping for a little change from the diet of shoot-em-up and driving games, lo and behold, here comes a game from Atari called *Tetris*.

And did *Tetris* originate at M.I.T. or Cal-Tech, or arise from the fertile, enterprising brain of some son of the American Revolution? No, guess again! *Tetris*, believe it or not, comes from behind the Iron Curtain.

If you don't believe this is true, read the article in the ''Technology'' section of the March 20 *Newsweek*. It states, ''A freewheeling monomaniacal computer culture is growing in the Kremlin's shadows. In *Tetris*, players arrange falling blocks of different shapes into neat rows, sort of an IQ test that's fun.'' The article tells of one Aleksei Pazhitnov, who developed the very first invasion of the video game market by the Russians.

In my opinion, *Tetris* may be the Rubic's Cube of video games. It may be just what we need to revive play among high school and college scholars. I do believe that Atari's Frank Cosentino put it best when he said, ''*Tetris* is a great game, but even if it was a bad game it would be good because it is so different.'' He may have gotten his quote from the late comic Joe E. Lewis, who said, ''Sex is good, but even when it's bad it's good.''

So we have to welcome *Tetris* with open arms, for at long last there is a game with no battles or car wrecks. Thank you, Mother Russia, for vodka, caviar, and now *Tetris*! □

An operator plays *Tetris* at C.A. Robinson's recent open house.

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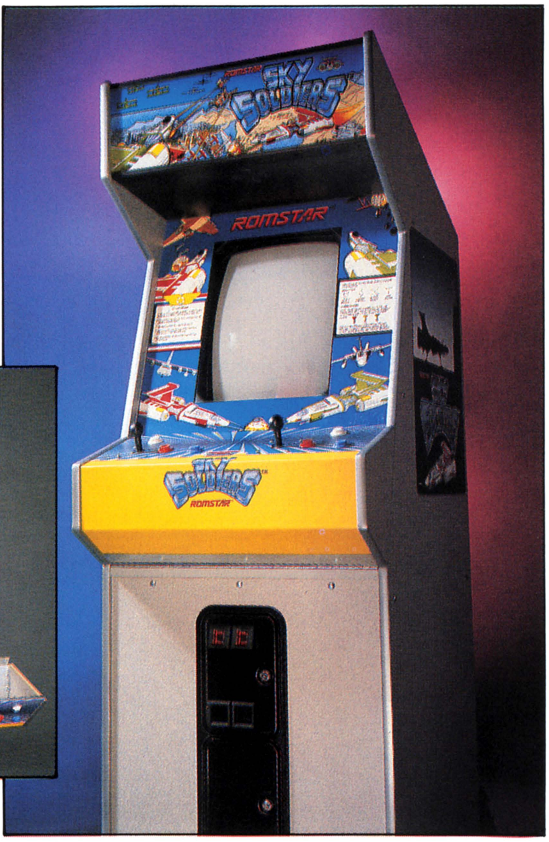

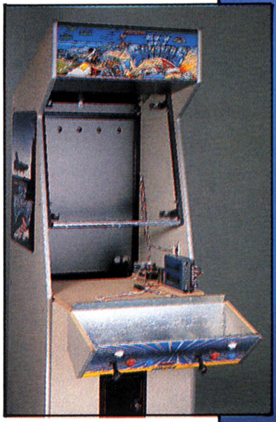

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The positive impact of glass-front vending

by Christopher Caire

Before 1970, putting change in a vending machine was akin to Russian roulette, albeit a much safer form. Oh, you could see the products offered in the display area, but the question was whether there were any *left*. The rub, of course, was this: there wasn't any way for you to know.

How many customers before you craved a Hershey bar with almonds? Would you be the poor sap who pulled the knob and got stiffed? You may have been lucky more often than not, but eventually everyone felt the vending machine's ''bullet.''

But in the early 1970s, a revolution burst upon the vending industry. The savior that put an end to the ''are you in there'' blues was glass-front vending.

Jerry Hejtmanek, Rowe International's senior vice president for sales and marketing, says glass-front vending has accounted for about a 30 percent increase in machine productivity.

''The old pull-knob machines only had a few selections, maybe eight, 10, or 12,'' Hejtmanek recalled. ''The new machines became bigger. What we wound up with was a big glass window where you could display 40 or 50 different products and have a tremendous amount of capacity.''

> *''Glass-front vending has accounted for a 30 percent increase in machine productivity.''*

The glass-front steadily grew in popularity throughout the '70s, then ''ballooned'' in the '80s, Hejtmanek said. ''Last year, there were about 50,000 vending machines sold in the United States with glass-front design,'' he estimated. ''They're popping up everywhere. As a customer walks by, he sees all of the products. The best way to have a customer buy something is to let him see the product and have it pleasantly displayed. The glass-front does that.''

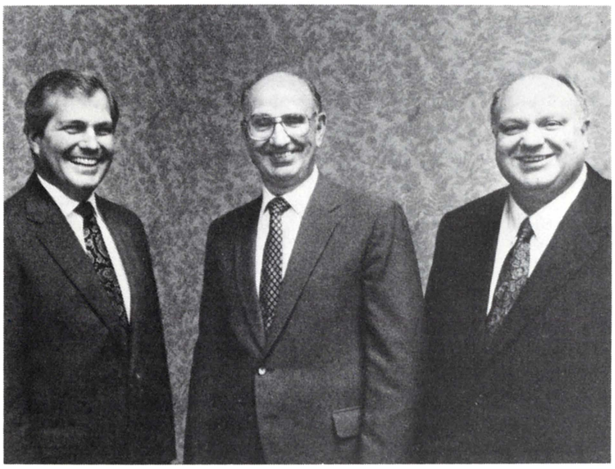
Hejtmanek believes the biggest attribute of the glass-front, aside from being able to see what you're getting, is the greater amount of selections to choose from.

''If you like chocolate-covered peanuts, and it's not in the machine, you might not buy anything,'' he said. ''With a glass-front, there are so many items that roughly 80 percent of what people want for snacks is in that machine. That's what makes sales go up; there's something in there that everybody likes.

''The revenues have tripled and quintupled over what the other machines could do. There's more sales and the operator is making more money, so consequently he buys more machines and looks for more locations to put them in. That's why the market has grown and grown.''

Harold Blotner is general manager and secretary/treasurer of his family-owned business, Dane County Vending Inc.

Rowe's Jerry Hejtmanek beside the company's *Showcase* glass-front food vender.



Harold Blotner (c) of Dane County Vending Inc. with fellow NAMA board members R. David Clayton (l) and John Farquharson (r).

POP·A·BALL

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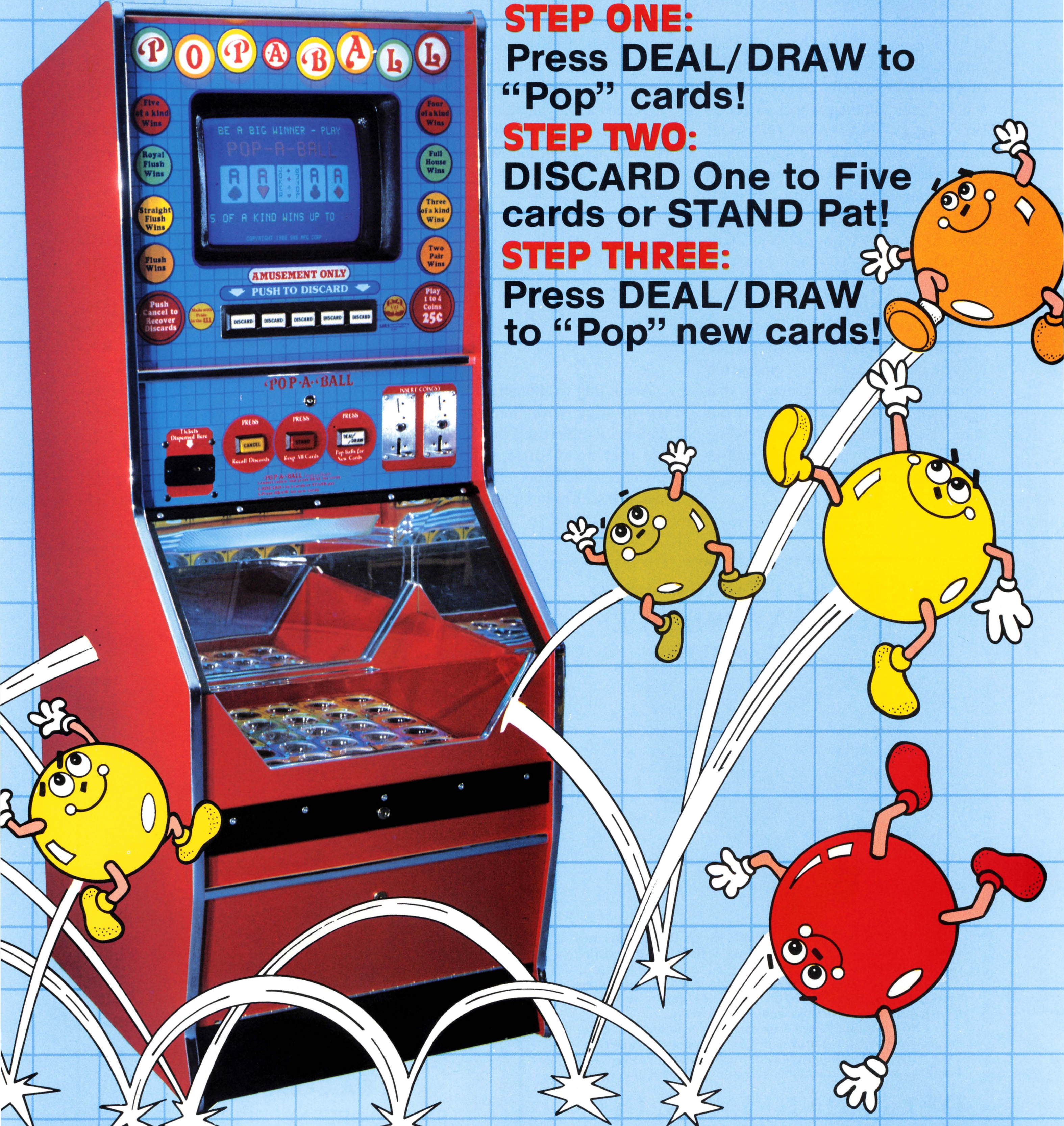
STEP TWO:
DISCARD One to Five cards or STAND Pat!

STEP THREE:
Press DEAL/DRAW to "Pop" new cards!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Five of a kind Wins
Royal Flush Wins
Straight Flush Wins
Flush Wins
Push Cancel to Recover Discards
Four of a kind Wins
Full House Wins
Three of a kind Wins
Two Pair Wins
Play 1 to 4 Coins 25¢
BE A BIG WINNER - PLAY
POP-A-BALL
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AMUSEMENT ONLY
PUSH TO DISCARD
DISCARD
DISCARD
DISCARD
DISCARD
DISCARD
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Located in Madison, Wis., the company has been in business since 1952. Blotner agrees that selection is the glass-front's main asset.

''We had snack items before the advent of the glass-front, but it involved two machines: one for candy, one for snacks,'' said Blotner, who is currently serving as NAMA's (National Automatic Merchandising Association) senior vice chairman of the board. ''With the glass-front, we could put it all together in one cabinet. When it first came out, there was a selection of 20 or 24. Now, the ones we're using have 45 selections.''

Hejtmanek says operators should keep the prices at a reasonable level because of the competition with supermarkets and convenience stores. ''Don't charge too much for candy bars; otherwise, that customer will bring his snacks from home instead of buying from a vending machine. Typically, candy is around 45 cents and pastries or chips are about 55 cents.''

Operators should stock their snack machines with name brands, Hejtmanek advised, though some consideration should be given to foodstuffs popular in a given region. (Example: Zapp's spicy ''Cajun'' potato chips are a big hit in Louisiana.) ''There's a lot of data published about what the most popular snacks are. The biggest-selling candy bars are Snickers, followed by Mars.''

> *''You should try to stick with the well-known, nationally-advertised brands.''*

According to Blotner, ''You should try to stick with the well-known, nationally-advertised brands. There's not that much difference in price anymore, so it makes sense to stock your machine with popular items.''

Despite our love affair with chocolate, more and more Americans are concerned about eating healthier foods. That, Hejtmanek says, is reflected in vending machines as well.

''Chips and pastries are coming on more as people become increasingly health-conscious,'' he said. ''People are getting a little bit away from eating chocolate candy bars. Corn chips, potato chips, nuts, and other bagged items are doing well; they're considered better for you than chocolate.''

Blotner says people are buying less candy and more salty, snack foods. But nutrition isn't the reason why.

''I don't think it's a matter of being concerned about nutrition; I just think people's tastes have changed,'' he said. ''If you go into a grocery store, you'll see the mass displays of the crunchy snack foods. We're just a reflection of that in our vending machines.''

A better cup of coffee

Let's play word association. If I say ''vending machine coffee,'' what's the

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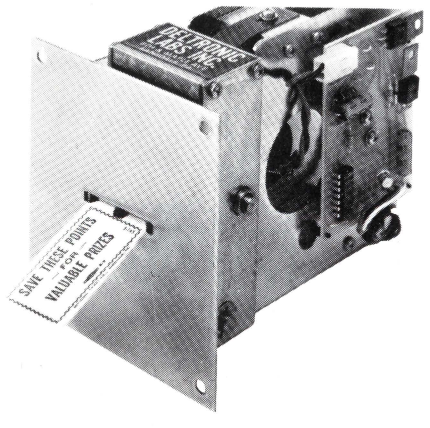

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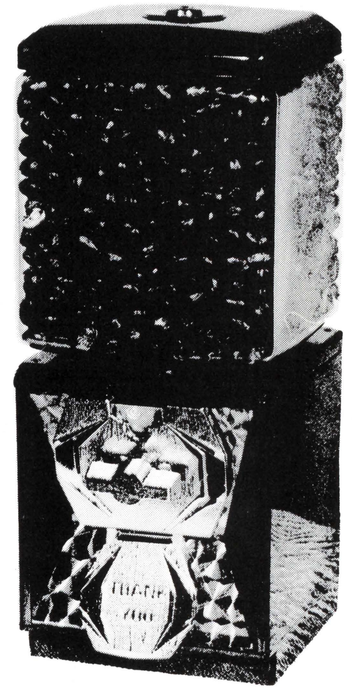

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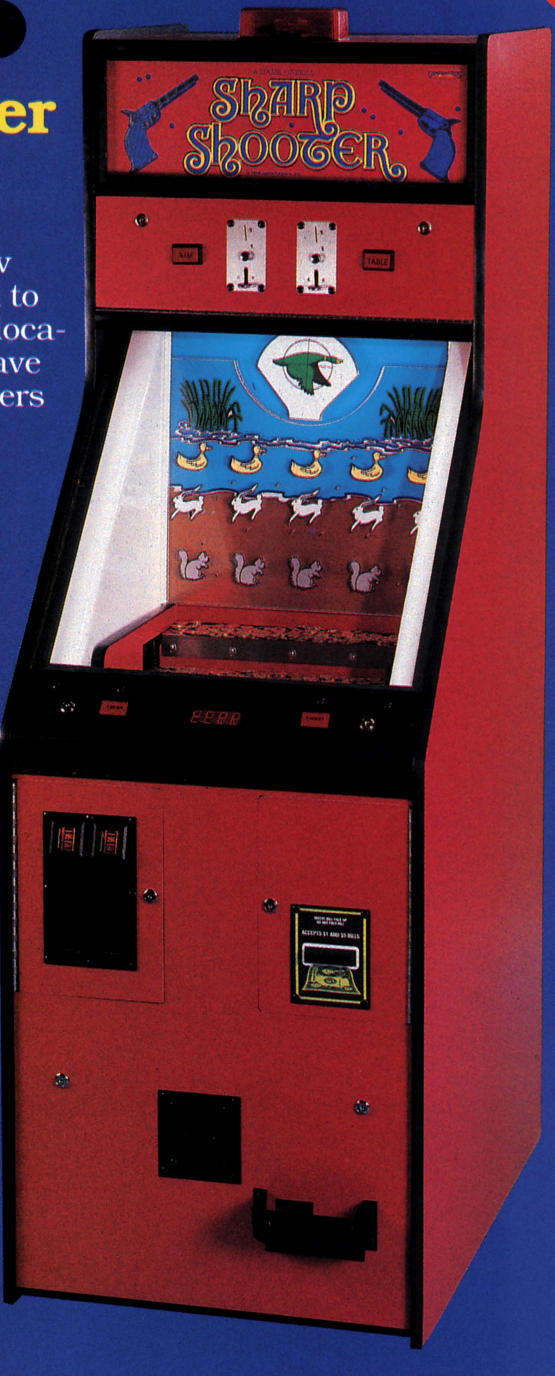

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first thought that comes to mind. Whoops, we can't print *that* word! How about something less candid. Yes, ''horrible'' is okay; ''ranks just ahead of dying of thirst,'' you say? Pretty strong stuff.

The fact is, though, that getting a good cup of coffee from a vending machine is not only possible these days, it's very likely. Instead of freeze-dried (or is it freeze-died), consumers can put their money in a vending machine and get, *voila*, freshly-ground coffee beans.

''The average consumer has had a poor impression of the quality of vending machine coffee,'' Hejtmanek said. ''The industry has done a lot to change that image. Now, vending machines are loaded with coffee beans, and individually, a cup at a time, enough beans are ground for a freshly-brewed cup of coffee. We've tried to upgrade the quality so people will continue to want to drink coffee from a vending machine.''

(Of course, the manufacturers of coffee vending units can only design the machine and introduce up-to-date features. It's up to the operator to stock it with high-quality beans. Cheap beans yield cheap-tasting coffee. Let's make Juan Valdez happy.)

Cigarettes in a glass-front machine?

With a mounting anti-smoking sentiment building in recent years, it's no surprise that cigarette vendors have found the going a bit rough. ''There's a decline in smoking generally; people don't want to take a cigarette out for fear of offending anybody,'' Blotner said. ''Sales in retail stores are down, and it's no different in vending machines.''

The number of cigarette machines being sold today is a fraction of what it was 10 years ago, Hejtmanek says, but there is an answer: you guessed it, glass-front vending.

''What smart operators are doing is taking the glass-front machines, used normally for snacks, and putting cigarettes in there,'' he explained. ''You can put in 50 or 60 packs, which is more than the conventional pull-knob cigarette machine. These operators are doubling their sales, and some have even reported a 200 or 300 percent increase. This trend has started in places like the West Coast and the Northwest.''

If you're looking for an area of big growth in vending, Blotner says, cast your eyes toward soft drink machines.

> *''You can put 50 or 60 packs of cigarettes in a glass-front machine.''*

''It's been growing for quite a while; people simply like cold, flavored drinks with bubbles,'' he said. ''The consumer's perception of quality today is canned soda, as opposed to the glass bottle or the plastic liter. A canned soft drink is also more convenient.''

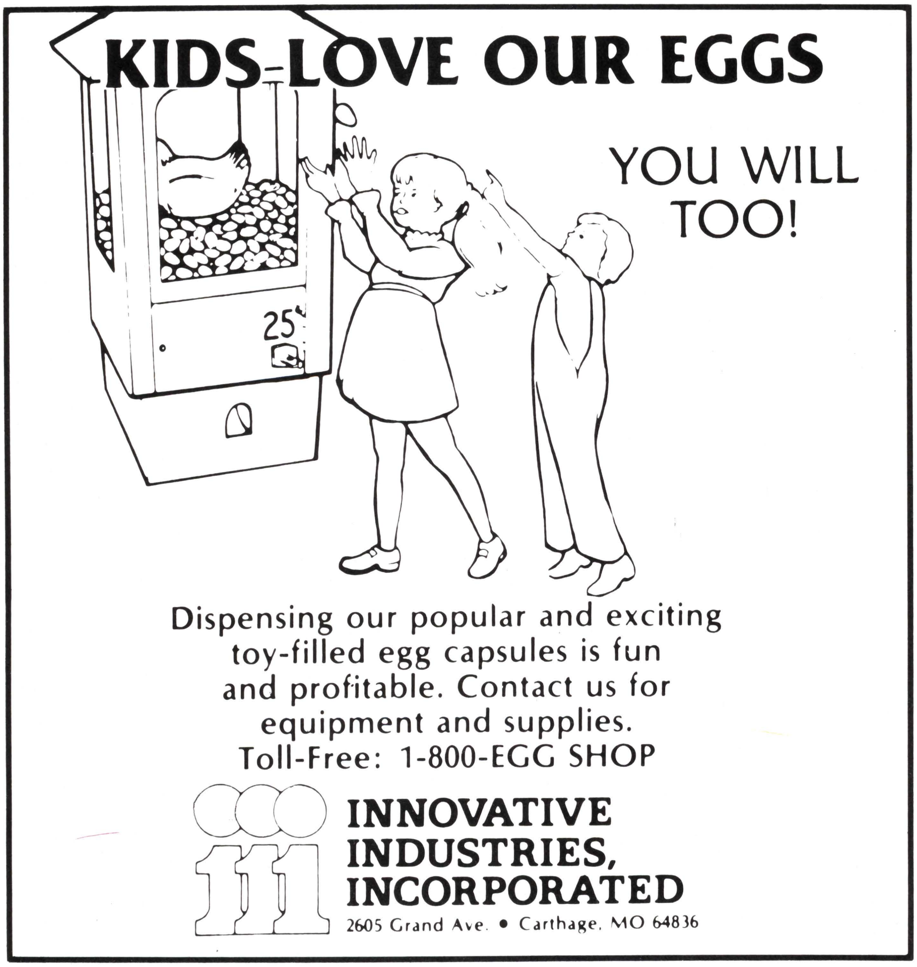
Hejtmanek says the vending industry has also been aided by a greater usage of bill acceptors, which eliminates the need for carrying a pocket full of change.

''Before the bill acceptor, if you stuck a vending machine in a gas station or the sixth floor of a hotel, the person was required to have change; that limited sales,'' he said. ''The bill acceptor is perfect, because everyone either has change or a dollar bill. A bill acceptor will increase the productivity of a machine by at least 30 percent. Most glass-fronts are equipped with them now.''

Says Blotner: ''Let's face it, the bill acceptor is here to stay until we get the dollar coin. The technology is there for bill acceptors to handle $1, $2, or $5 bills, but the problem with a $5 bill arises in having to give back all of that change. The machine will run out of quarters rather quickly.

''Another thing being done, though on a limited basis, is using various types of debit/credit cards with vending machines. I think we'll see more of that in the future.''

With an ever-expanding host of goods being offered to consumers via the vending machine, the future of glass-front vending looks very bright indeed. ☐



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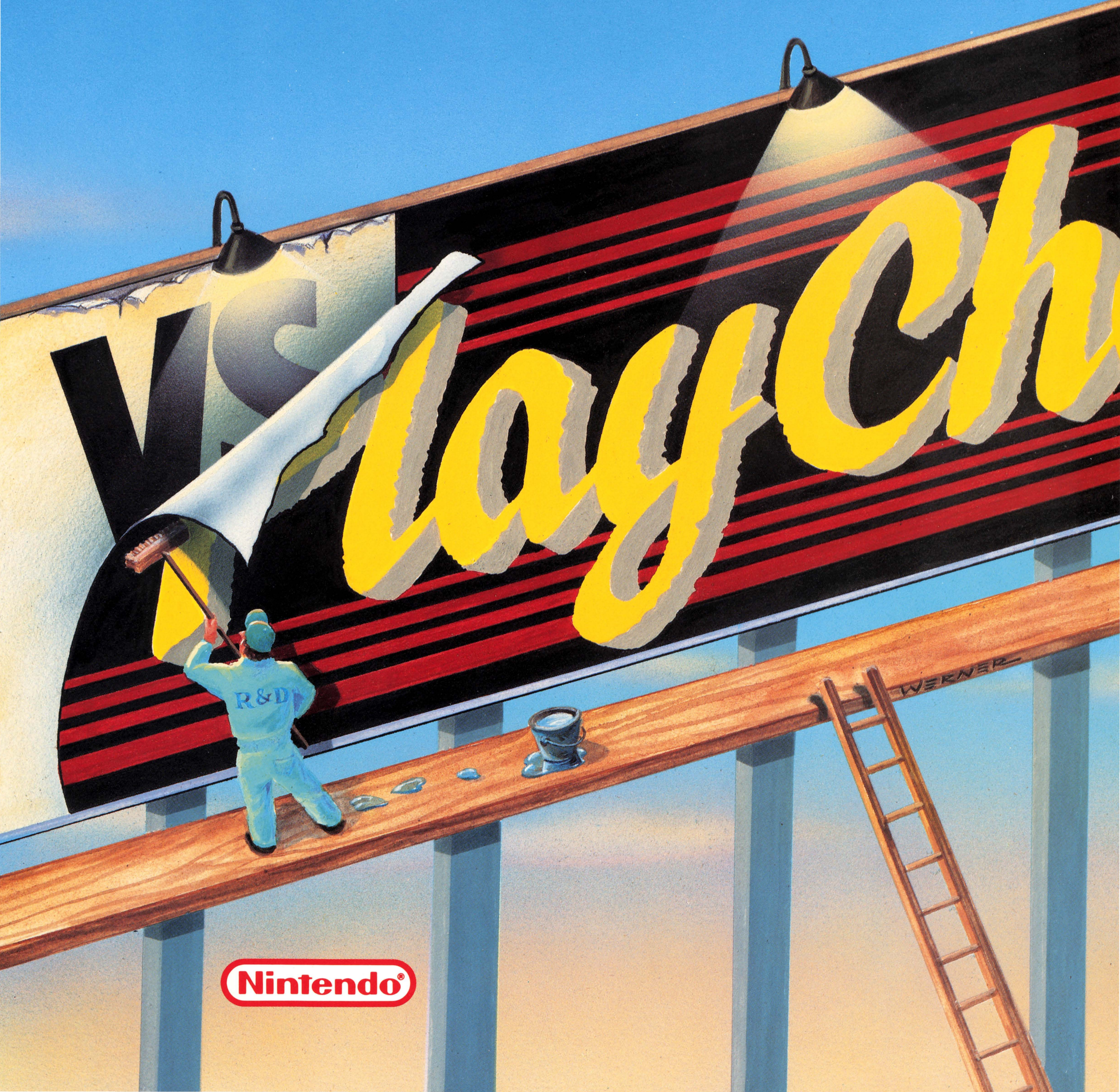
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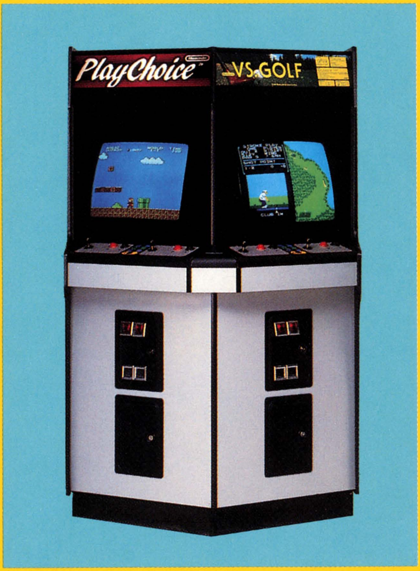

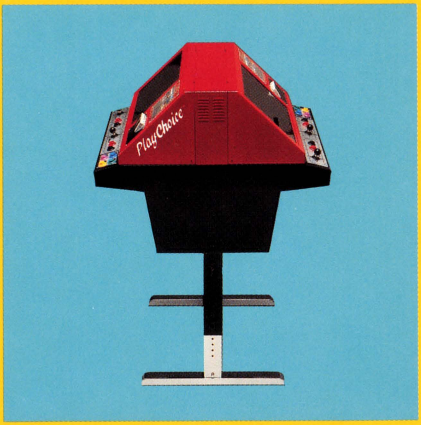

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Get the ball rolling with your own promotions

It seems that the idea of promotions to help your business hasn't changed much in the past 10 years. Our May 1989 issue focused on promotions to increase revenues during the "slow" times of the year. Publisher Ralph Lally said, "Almost every street operator I've ever talked shop with has complained that his business is seasonal. In the fall and winter months, collections peak. During the summer months, income drops noticeably." He went on to explain that diminishing collections in the summer are due to school closings and people taking vacations. So, he said, take the games to the people. "The players are somewhere, so get out of your office and find them!"

An article called "Promotions at the Operator Level" began, "It would be foolish for a railroad company to look upon the other rail carriers as its only source of competition. It's obvious that the airlines, the water carriers, the trucking industry, and buslines are competing for the same transportation dollar as the railroad companies. In the same sense, operators should be aware that they are not competing in a restrictive market that includes only other operators of coin-operated amusement machines. Operators are also competing against movie theaters, bowling centers, tennis clubs, etc. for a share of the entertainment dollar."

The article went on, "Your competitors—bowling centers, golf courses, etc.—have found that promotions can be a sound business investment. So maybe you should take a second look at promotions yourself."

Play Meter's coinman for May 1979 was John Estridge, who would later become president of AMOA. He had been a featured speaker at the AMOA-Notre Dame business seminar. John shared his views on how to make your route operation more profitable by making your employees more efficient. John explained that he had established a control system for his employees. He noted that although he only saw his field people about three minutes a day, he was responsible for their activities and productivity throughout the day. His company instituted a plan for better control, which also solved problems of games not being fixed and complaints from locations.

Coinman John Estridge

In the news 10 years ago, the federal government's special $250 gaming device tax was repealed; officials in Albany, New York, initiated a comprehensive effort to enforce a three-year-old city ordinance imposing a tax and license fee on pinball machines; the first quadriplegic pinball tournament was held; copyright infringement lawsuits brought by ASCAP against two jukebox operators were settled; Pizza Time Theatres expanded its corporate offices; Shaffer Distributing celebrated its 50th anniversary; Mondial International completed its third expansion in six years; vending sales volume was up considerably; Zila Corp. introduced *Ace-Hi*; OTX acquired TJM Corp., manufacturer of the Jennings and Mills lines of slot machines; a Space Invaders record was released; and Bally entered an eight-year, $80 million loan agreement with a group of seven banks.

The top ten tunes from Play Meter's pop singles chart included "Knock on Wood," "What a Fool Believes," "Sultans of Swing," "Shake Your Groove Thing," "Lady," "I Want Your Love," "Stumblin' In," "Shake Your Body Down," "I Just Fall In Love Again," and "I Will Survive."

New products introduced 10 years ago were *The Driver* from U.S. Billiards, *Gee Bee* from Sega/Gremlin, Midway's *Blue Shark*, *Star Trek* from Midway, and *Head-On* from Sega/Gremlin.

Cigarette vendors: "Why pick on me?"

by Christopher Caire

The Surgeon General issues sterner and more ominous warnings about the dangers of smoking cigarettes. The cigarette labels themselves set forth a litany of the dire consequences associated wih smoking.

Anti-smokers cite studies showing the harm caused by the passive inhalation of cigarette smoke. Airlines ban smoking on flights less than two hours. City councils all across the nationwide pass ordinances that either severly curtail or ban altogether the smoking of cigarettes in public places.

What conclusion are we to draw from the above? If it is that smoking is unhealthy and injurious to our bodies, then why not ban cigarettes entirely? Why go after cigarette vending, which accounts for the smallest volume of cigarettes sold (six to eight percent)? These are the questions that a lot of cigarette vendors, including Jack Kerner, want answered.

Kerner is president of Melo-Tone Vending in Somerville, Mass. He is a big operator of cigarette machines and a committee member at the Cigarette Vendors Information Center (CVIC), which provides cigarette vendors with informational assistance in battling unfair legislation.

''If the government decides that cigarettes are so bad for you that they should be banned, then fine, ban them,'' Kerner said. ''But don't pick on one segment of the industry, cigarette vending, and try to destroy it. If cigarettes are bad, don't ban cigarette vending and say that'll stop the badness. It baffles me that those trying to ban cigarette vending go after the smallest segment of a billion-dollar industry.''

As far as profits are concerned, Kerner says he's doing better than ever. But that's only because prices have risen to offset the decline in volume.

''We're having to fight off bombardment from the Surgeon General (Everett Koop) and these do-gooders out there who're trying to take our rights away,'' Kerner said. ''If they ever get their foothold into outlawing cigarette vending machines, the next thing they'll say is caffeine is bad for you, so outlaw coffee vending machines. Then they'll move on to candy being bad for kids' teeth and ban candy machines.

> *''If cigarettes are bad, don't ban cigarette vending and say that'll stop the badness.''*

''I'm a big believer in this country's constitutional rights,'' he continued. ''Nobody forces me to smoke; I know I'm not getting any nutritional value from cigarettes. But it's my privilege as an American to smoke if I want.''

Trying to put one's finger on a single reason for dropping volume is difficult, Kerner believes, because so many possibilites could be factored in. Among them are pricing, competition from over-the-counter outlets, the previously-mentioned banning in public places, and those smokers that have either quit or cut back because of the health warnings.

Whatever the reason, Kerner points to the CVIC as a valuable instrument for turning the tide back the other way.

''I think it is probably the best thing that could have ever happened to the vendors,'' he said. ''The poor cigarette vendor never had anyone he could turn to. NAMA and AMOA could help to an extent, but they have other things to deal with besides cigarettes. CVIC is here for cigarette operators to call to get information on what other states are doing. It's not a lobbying thing; people can call and get educated on how other states with similar problems handled them.''

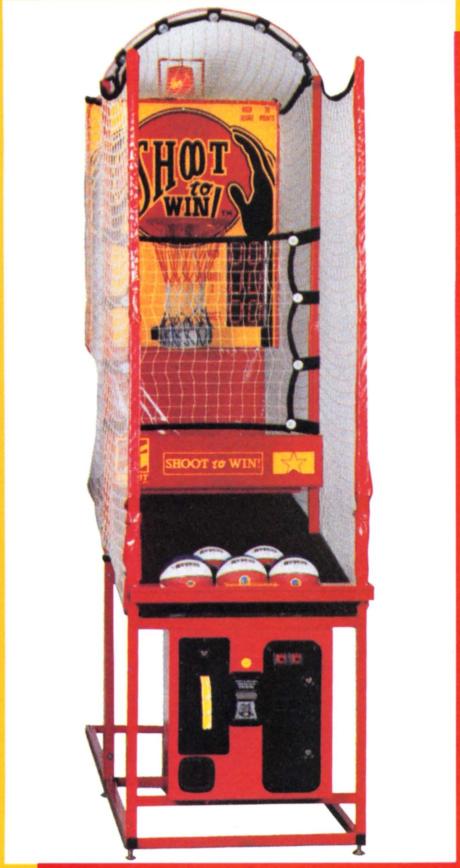
The CVIC's phone lines should stay buzzing, what with more and more states and their municipalities trying to ban cigarette vending. One congressman is even proposing such action on a national level. That, Kerner says, is a cause for concern.

''He's from Massachusetts, and I've been pleading to sit down and talk to him about it,'' Kerner said. ''He thinks getting rid of cigarette machines will stop kids from smoking. But kids get cigarettes from variety and convenience stores. Why would they get them from vending machines, which cost more? Also, most cigarette machines are geared to bar locations, where kids aren't old enough to enter anyway. They come after cigarette vending, not the giant volume guys, because they figure they can start with us and chip away until they reach the

THE EASY MOVE

The Smart Money

HE EASY MOVE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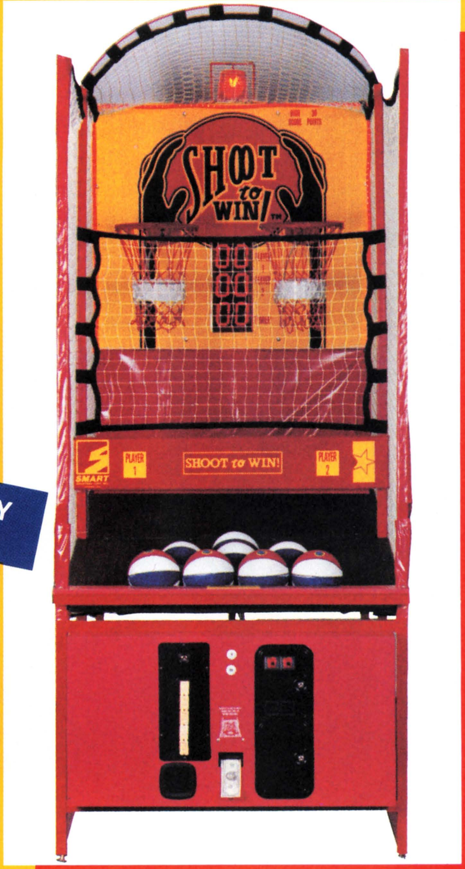
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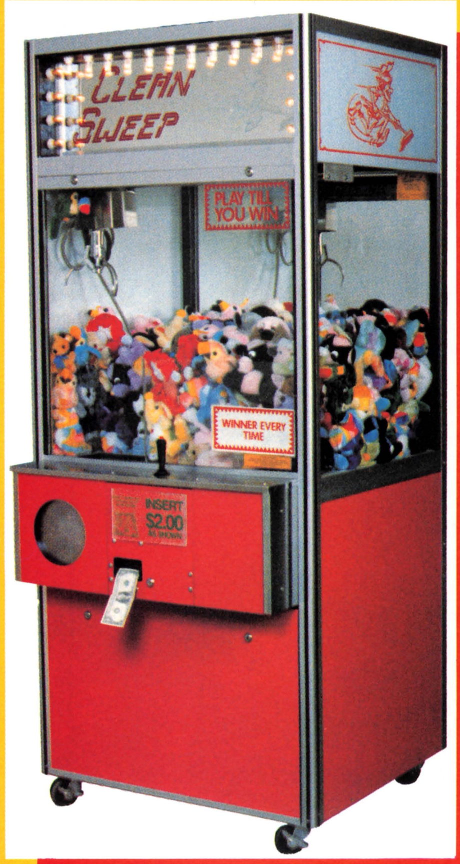
PLAYER 2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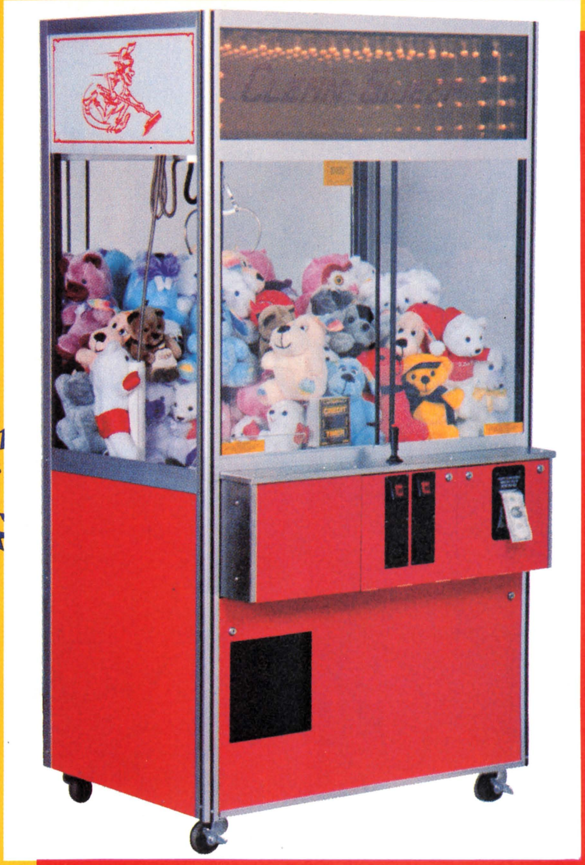
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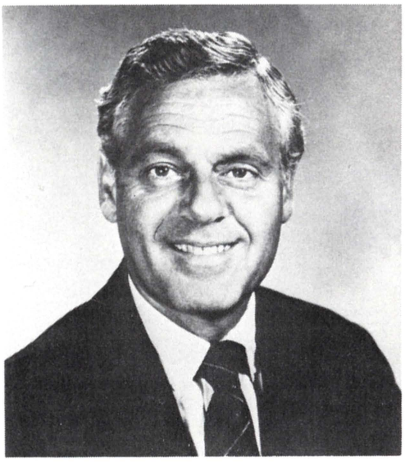
top. Blame it on an iron monster that can't fight back.

''For example, Connecticut went up 14 cents on their state cigarette tax; California went up a quarter. We're the sin boys. The easiest thing to do, they think, is raise the price of cigarettes. Manufacturers come out with an increase on their wholesale price, which means vendors have to call customers on the phone, explain it to them, negotiate a new vend price, and send a mechanic to change the mechanism of the machine. It takes us two to three months to convert our machines.''



Jack Kerner

> *''When one individual's rights are diminished, so too are the rights of everyone else.''*

If vendors are confronted with unfair attempts at hindering their businesses, they shouldn't rely on outside assistance; the best thing to do is organize and fight it locally, Kerner believes.

''No national organization can fight local municipalities; there isn't enough money in the world for AMOA or NAMA to go to every one and tackle the problem,'' he continued. ''It really has to be done on a grass roots level. States with associations can fight their battles locally, through them, and leave the national fights to AMOA or bigger national associations.''

To prove this point, Minnesota's associations for vending, coin-op amusement, beverages, and bowling all banded together in March to defeat two pieces of cigarette legislation. One called for banning cigarettes in glass-front

Wally Bohrer

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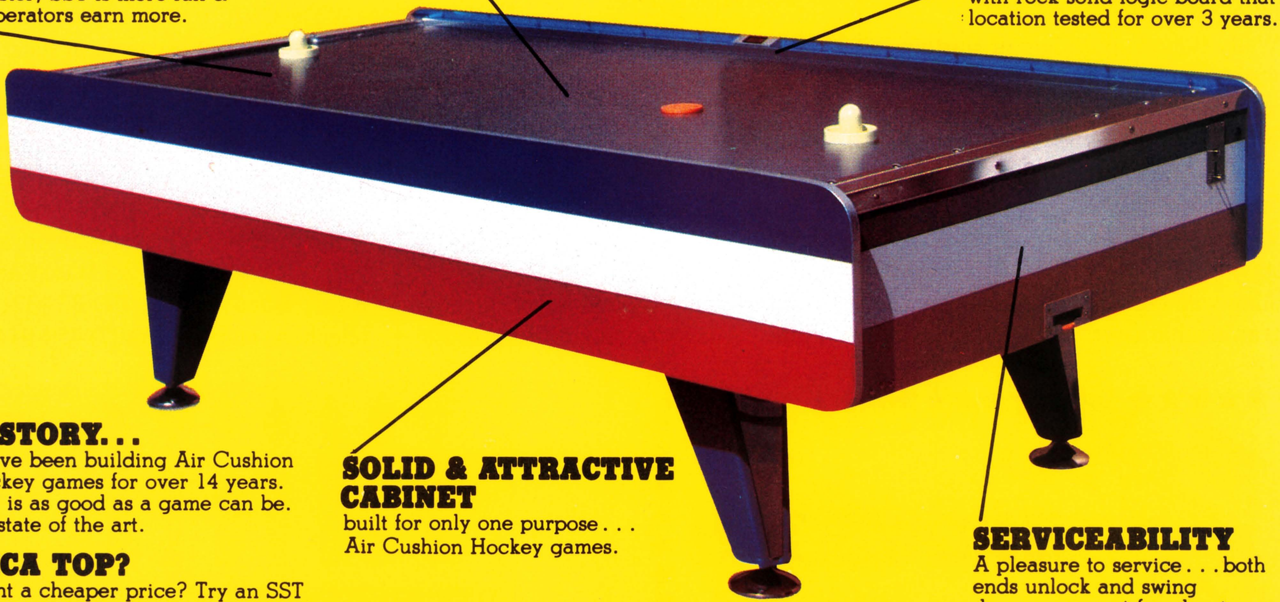

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machines; the other would've banned cigarette vending entirely, according to Dick Hawkins, president of D&R Star in Rochester, Minn. It's the third year in a row that such legislation was introduced and defeated.

Kerner says it wouldn't be unlikely for sales volumes to experience a decline from present levels, ''but even if it drops to one percent, cigarette vending will be around as long as they don't ban smoking entirely. We provide a convenience for smokers. Even if prices went up to $5 a pack, smokers would still buy cigarettes. It's like beer costing $3 a bottle: if you want it, you'll pay the price.''

Wally Bohrer, president of Hastings Distributing Co. in Milwaukee and immediate past president of AMOA, is a fellow CVIC committee member with Kerner. Bohrer does not operate as many cigarette machines as some other CVIC members, but his extensive experience in lobbying for tobacco associations and dealing with cigarette legislation make him a valuable asset.

''It's funny; so many states have introduced legislation to ban cigarette vending machines, and yet there's proof positive that young people don't get their cigarettes from vending machines,'' Bohrer said. ''Most cigarette machines are in monitored places, like taverns and so forth. Kids usually get their first cigarettes from convenience stores or by stealing them from the house.''

> *''There's proof positive that young people don't get their cigarettes from vending machines.''*

Like Kerner, Bohrer is vehemently opposed to these banning efforts because of their threat to individual liberties.

''The way I see it, when one individual's rights are diminished, so too are the rights of everyone else,'' he said. ''Our people immigrated to this country to escape this type of persecution. It irritates me the way Koop degrades the individuals that are now smoking by calling it an addiction like cocaine. Just provide me with the information and let me decide for myself if I want to smoke. I'm an adult capable of making decisions.''

Bohrer says cigarette vendors would be wise to take advantage of the CVIC's resources.

''The CVIC is there to provide a pool of information for people in states that are about to fight anti-cigarette vending legislation. The organization fills a void in the Tobacco Institute's programs, and it only costs vendors $20 to join. It's the best $20 they could spend.''

For those wishing to know more about the CVIC, write them at 1 West Camino Real, Boca Raton, FL 33432; the telephone number is (407) 750-9146.

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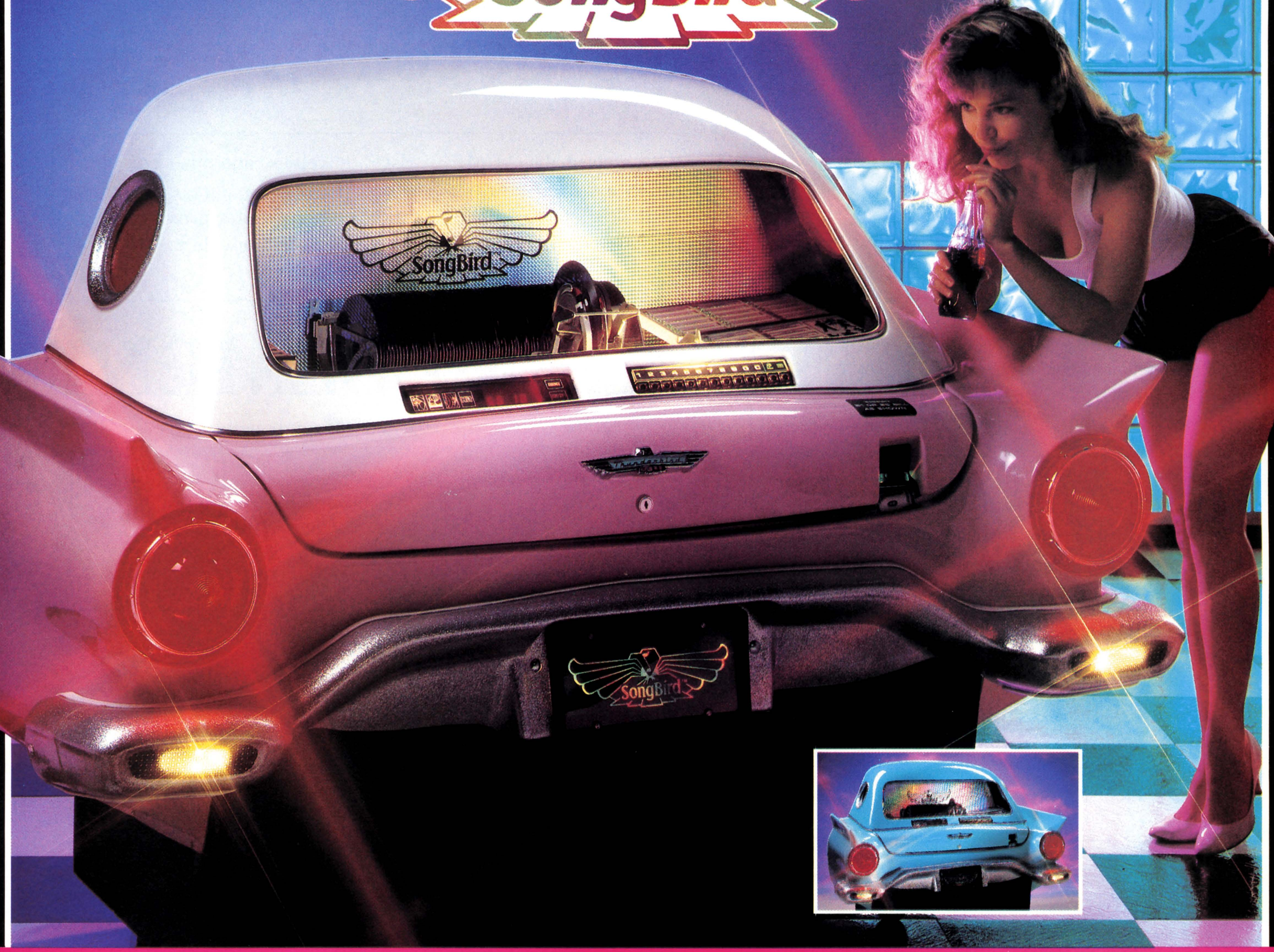

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Post-ACME open houses abound across the country

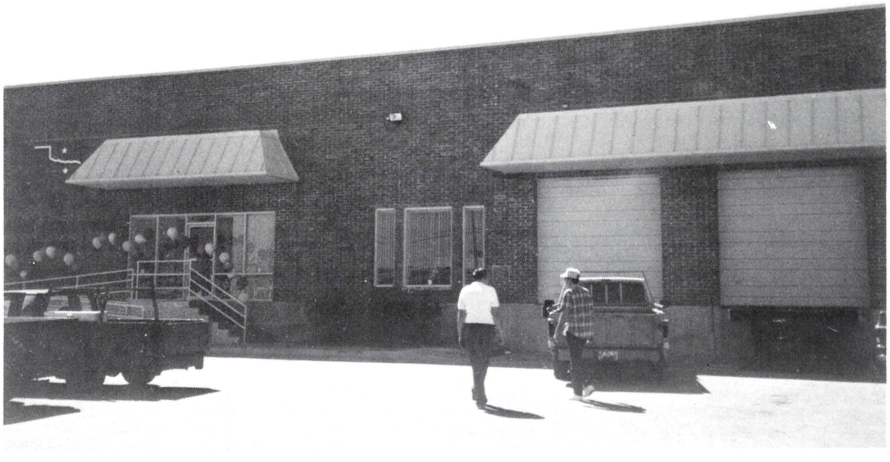
Spring is the season for beginnings, for blossoming, for new arrivals bursting forth. How appropriate, then, for the coin-op industry to stage a series of post-ACME open houses during this time. Operators who missed the ACME show, or those who were there but wanted a closer look, flocked to their local distributors to see the latest offerings in videos, pinballs, jukeboxes, darts, novelties, and other equipment. The following pages contain photographs from a cross-section of open houses nationwide.

SUNBELT AMUSEMENT

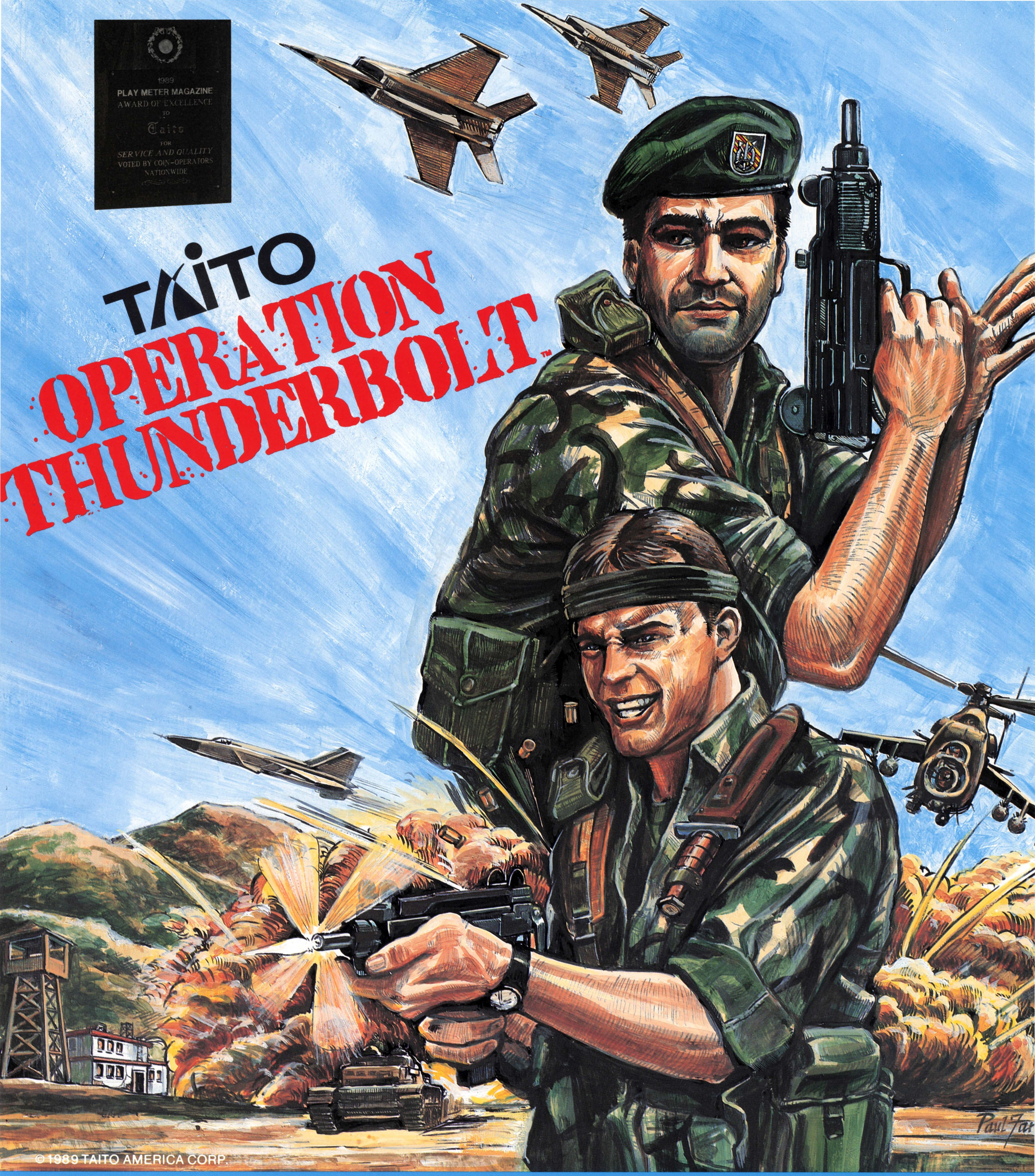
Jeff Walker, Data East Pinball's international vice president (r), gives an operator an in-depth look into *Time Machine*.

(Clockwise from bottom left): Dave Patterson, SunBelt's Mike Wilkinson, Fabtek's Frank Ballouz, arcade operator Dennis Goldman, and Atari's Elaine Shirley and Edna Goldman.

A large number of manufacturer reps attended this open house, hosted by President Dave Patterson.



SunBelt's new headquarters in Irving, Texas (outside of Dallas).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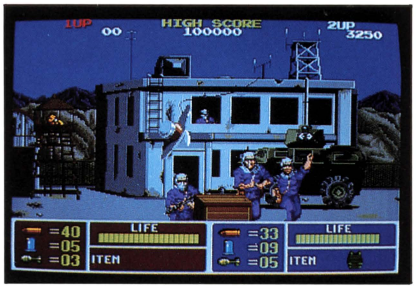
Early this morning, Trans Global Flight #520 was hijacked by a hostile rebel group. This group, calling themselves the Radical Freedom Fighters, is demanding that all their political prisoners be released from prison. They have threatened to kill one hostage per hour until their demands are met!

TAITO

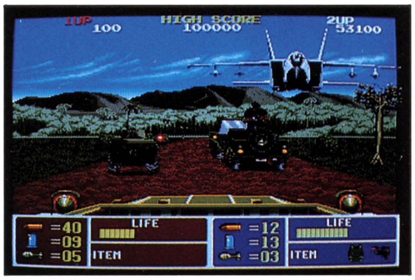
OPERATION THUNDERBOLT

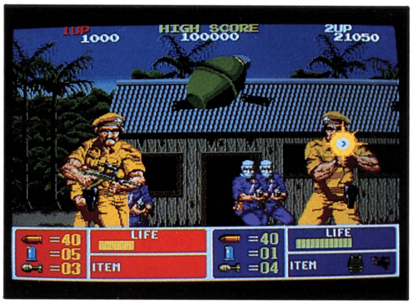
Trans Global Flight #520 has been hijacked by a heavily armed and dangerous group of rebels. It was last reported that a group of passengers were removed from the plane and taken into custody at enemy headquarters. They will kill the hostages one by one in 24 hours unless their demands are met. It is now up to you to penetrate enemy territory, locate the hostages and return them to safety using the downed trans global aircraft.


1UP 00
HIGH SCORE 100000
2UP 3250
=40 =05 =03
LIFE
ITEM
=33 =09 =05
LIFE
ITEM

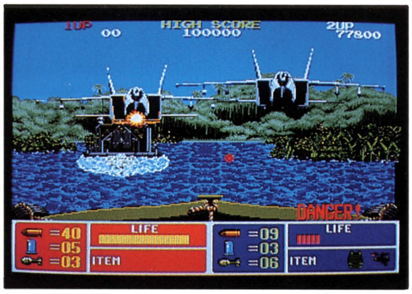
MISSION OBJECTIVES:

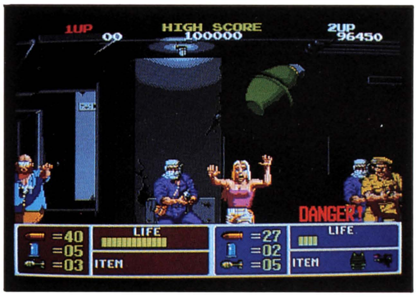
- The game begins . . . your mission is to rescue hostages being held captive by a radical and heavily armed group of rebels.
- Conduct raid on enemy territory and collect additional ammunition. Shoot air-dropped crates to collect reserve supplies.


1UP 100
HIGH SCORE 100000
2UP 53100
=40 =09 =05
LIFE
ITEM
=12 =13 =03
LIFE
ITEM

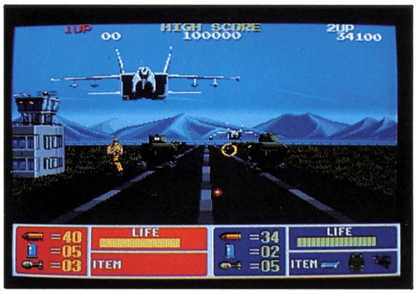

1UP 1000
HIGH SCORE 100000
2UP 21050
=40 =05 =03
LIFE
ITEM
=40 =01 =04
LIFE
ITEM

- If your raid is successful, you will make contact with an intelligence agent and obtain important information.
- By jeep, make your way to the enemy hide-out. There you will find hostages behind locked doors. Shoot the locks off the doors to free hostages. Do not shoot the hostages!


1UP 00
HIGH SCORE 100000
2UP 77800
DANGER!
=40 =05 =03
LIFE
ITEM
=09 =03 =06
LIFE
ITEM


1UP 00
HIGH SCORE 100000
2UP 96450
DANGER!
=40 =05 =03
LIFE
ITEM
=27 =02 =05
LIFE
ITEM

- Head for enemy headquarters. There, behind locked doors, you will find more hostages.
- After rescuing the hostages from enemy headquarters, secure your escape route to the airport.


1UP 00
HIGH SCORE 100000
2UP 34100
=40 =05 =03
LIFE
ITEM
=34 =02 =05
LIFE
ITEM

- Once you've arrived at the airport, you will board a passenger plane. Inside the plane you will find a small group of hostages, mostly women and children. Approach with caution . . . the plane and passengers are heavily guarded.
- When you have successfully secured the plane, head toward the cockpit where the pilot is being held at gunpoint. Approach cautiously! Shooting and killing the pilot will destroy any possibility of escape and your mission will fail.

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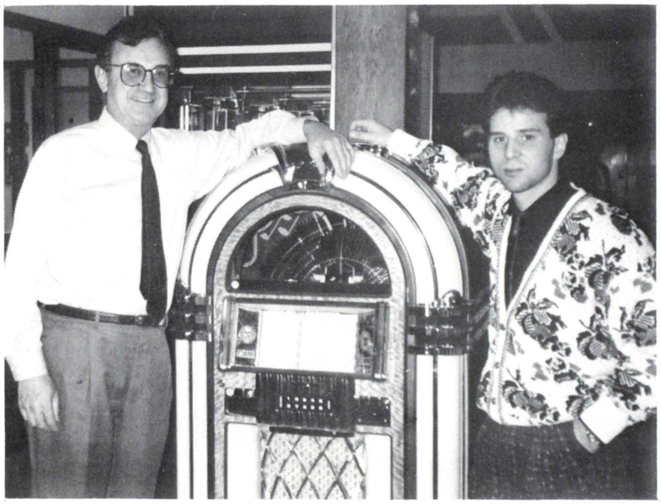
OPEN HOUSES

MUSIC-VEND

Capcom's Brian Duke (l), Tecmo's Michael Robinson (c) and Jaleco's Larry Berke (r) flank Jaleco's new video, *St. Dragon*, which is housed in the company's *Lo-Pro* cabinet. Here, Brian is pointing to the brains behind Tecmo's recent hit kit, *Ninja Gaiden*.

Rich Koch of Music-Vend (l) with Dave Skidmore of Focus Entertainment (c) and Data East's Jolly Backer.

Operator John of S&S Amusements with Sam Zammuto of Arachnid.



Ray Galante, Music-Vend's president/general manager, stands beside Rowe's *Nostalgia Bubbler* jukebox with operator Van West of Amusement Enterprises.

Manny Bizanos of Pacific Amusements plays Williams' new pinball, *Earthshaker*. Tom Cahill (c) and Marty Glazman (r) of Williams look on.

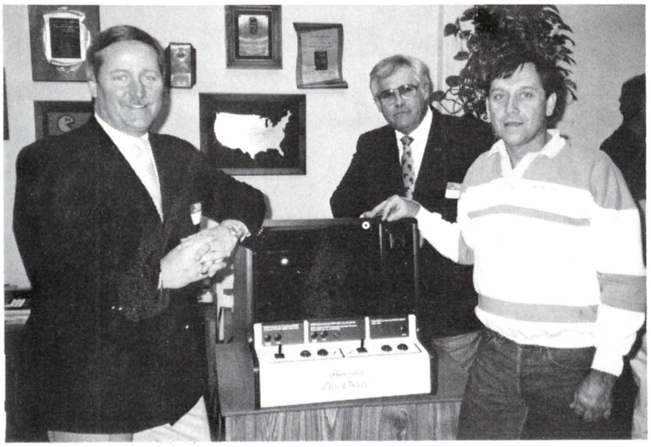
Operator Ed Pearson with Scott Walker of The Leland Corporation. They're discussing the highly-successful *Super Off-Road*.

OPEN HOUSES

C.A. ROBINSON

Los Angeles operator Carlos Parriga (l) checks out Leland's *Super Off-Road* with the company's Ken Anderson.

(From l to r:) Leah Bettelman, Jaleco's Larry Berke and Sandy Bettelman surround the company's newest kit, *St. Dragon*.



Showing off the *PlayChoice* countertop, (from l to r): Nintendo's Al Stone and Jerry Monday, with operator Darrel Blesch.

C.A. Robinson's Ira (l) and Sandy Bettelman.

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ROWE DISTRIBUTING

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Bob LeBlanc of Rowe with his wife Donna.

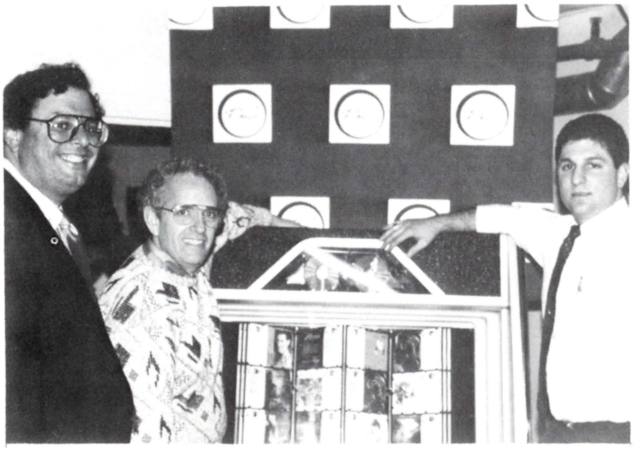
These operators of the future try their luck on Nintendo's *PlayChoice-10*.

Tim Jackson of Romstar samples the cuisine and continues to dream of being a Los Angeles Laker.

Jim Barbone (l), Rowe's service manager, with Peter Pan of C-Pan Vending.

T.O.P. DISTRIBUTING

ROCHESTER, N.Y.



Rowe's Joel Friedman (l) with Joe Gilbert of Singer Catering (c) and T.O.P.'s Jeff Tarantelli (r).

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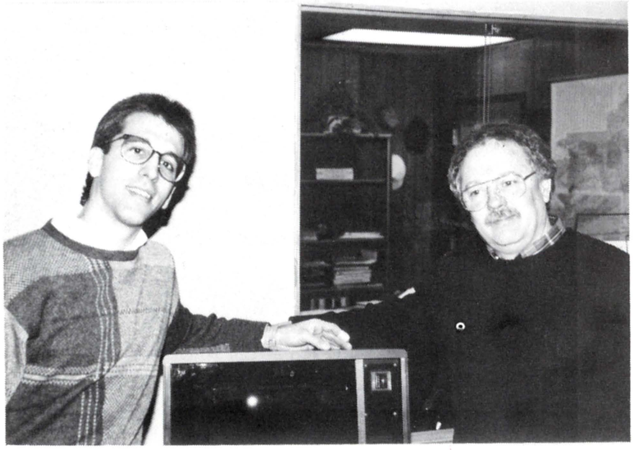
PlayChoice-10
Choice-10

Steve Hamed and Lynne Walsh of Hamed Vending in Olean, N.Y., enjoying Nintendo's *PlayChoice-10*.

T.O.P. DISTRIBUTING

SYRACUSE, N.Y.



T.O.P.'s Matt Tarantelli (l) with Bob Sullivan of Full Service Vending in Elmira, N.Y.

LITTON
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Operators take a break from game-sampling to eat at T.O.P.'s Syracuse Open House.

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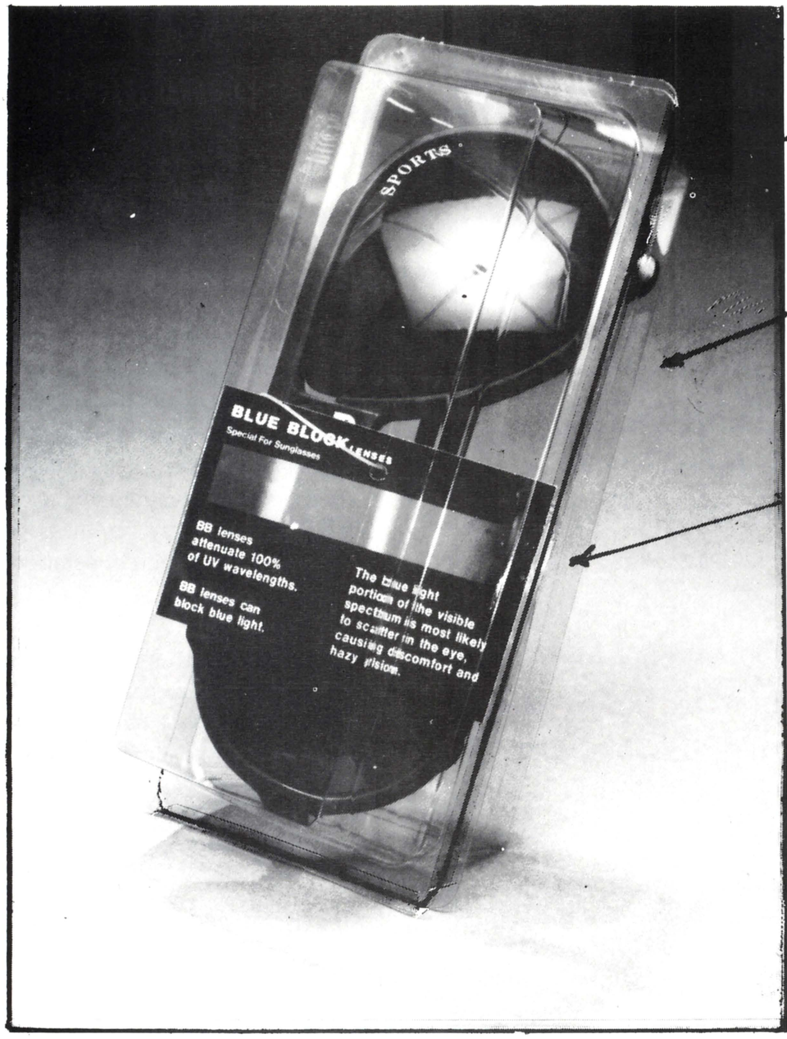
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COINMAN INTERVIEW

Dennis Sable

Few industry personalities have progressed through the ranks as rapidly as Dennis Sable. Part-time work refurbishing pinball machines soon led to a position as assistant manager of an amusement center operated by United Artists Theatre Amusment Corporation. Within a few months Dennis was offered the position of arcade manager. But management was not his only forte. His technical skills were soon recognized by United Artists, and he became their senior technician.

Sable's technical abilities and communication skills were just what was needed when he was tapped to fill the position of head instructor for Randy Fromm's Arcade Schools. His work at the Arcade School was lauded by the students, who still call him "Teach" when they see him at trade shows.

Not one to stand still for very long, Sable then accepted a position as the vice president of a major operating company that specialized in operating the amusements on military bases.

For the last five years he has been involved in manufacturing, with Romstar Inc. and then the Leland Corporation. He has done everything from designing kits and ordering parts to writing service manuals and supervising technicians. He has been involved with game design, customer service, and quality control.

You were a general building contractor in California. What made you choose to work in the amusement industry?

In 1978, when I got my contracting license, the building industry in San Diego was at a standstill. It was not the best time for a brand new contractor to start bidding jobs, so I did some framing and finish work and started refurbishing pinballs part time. The first time I took an old, dirty, broken pin, got it working, and saw what some cleaner, a few lamps, and some elbow grease could do, I was hooked. To me, the amusement industry is like a great amusement game, challenging and most of all, fun.

> *"To really understand the operating end of our business, you have to experience it. Being there is the only way to really know what it feels like to drive 50 miles to repair a joystick or fix a coin jam."*

Do you feel more closely attuned to the operator's needs since you have been an instructor, routeman and technician?

I believe that to really understand the operating end of our business, you have to experience it. Being there is the only way to really know what it feels like to drive 50 miles to repair a joystick or fix a coin jam. Words alone cannot explain what it takes to move games in the rain, or to listen patiently and try to learn from a location owner who can tell you you're doing it all wrong. Unless you've done it, it's also hard to understand the mixture of excitement and frustration involved in moving games to keep them at their maximum earnings while keeping the location owners happy. Here, as in most areas, mutual respect and cooperation are the keys.

Has your technical background helped you in your present capacity in sales?

Yes, in many ways. The obvious reason is that it helps to know your product. In other words, if I am going to explain the features and benefits of a game, I know not only how, but also why it works.

Another less obvious benefit is that my technical background gives me the ability to discuss any problems or questions with a distributor or an operator on a technical level. You must understand that most operators are very aware of the inner workings of their equipment and are much more at ease discussing new equipment in concise technical language.

Even though there were more kits at ACME than AMOA, operators are still calling for more. Why are manufacturers apparently reluctant to offer them in great numbers?

I cannot speak for all manufacturers, but I can give you some of my observations. One reason manufacturers prefer to introduce their games as dedicated equipment is because operators and distributors are looking for innovative games. Since the hardware and software development costs are so high and the range of ideas is so limited, cabinetry and control design have become a major means of innovation.

> *"Let's face it: if it looks like a kit, and it plays like a kit, it will be a kit sooner or later. Most operators will wait until then to buy it."*

It is also true that dedicated games have a higher potential profit margin, but this is not the incentive that it may seem to be. Manufacturers of truly unique dedicated games need these margins to offset the greater risk involved. There are many hidden costs in building a dedicated game. Cabinets, monitors, special brackets and controls, speakers, coin doors, and power supplies must be designed and ordered weeks in advance, not to mention the labor and tools necessary for production.

I believe that we will see more kits in the future. The days of the "fast buck dedicated kit" are coming to an end. If a game's attraction and play appeal do not depend, at least partially, on its cabinet design and its interaction with unique controls, then the game is just the software. Any game that's attraction is limited to its software should be offered as a kit, or at least be offered in both dedicated and kit forms. Let's face it, if it looks like a kit, and it plays like a kit, it will be a kit sooner or later, and most operators will wait until then to buy it.

Since you were among the first to adopt the idea of conversion kits, what place do you feel they occupy in today's market?

Conversion kits have been around for a long time. I really don't consider myself one of the first to adopt this idea but I did jump on the bandwagon by proposing that these kits include everything that the installer would need.

I believe that a kit should include not only the PCB, harness and graphics, but also all of the buttons and controls, plexiglass for the control panel, mounting hardware for the PCB and controls, and a complete installation manual. Wherever I have worked, I have tried to implement this idea. As to the subject of kits in the market, I have mixed emotions. On one hand, I think that kits are one of the main reasons that our industry is as strong as it is today. Because of their lower cost, kits have allowed the operator to keep the playing public ex-

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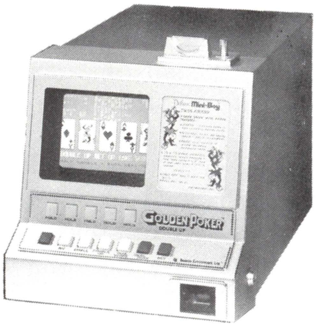

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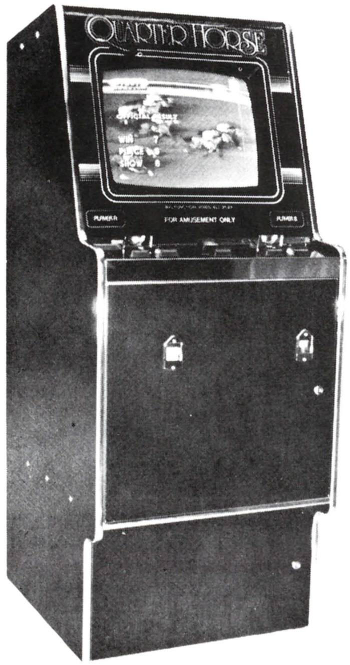

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Dimensions:
Unit – H-60″ × W 24½″ × D 28″

Note: The operation of these games and the features, therein may be subject to various state, provincial and/or local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be lawfully sold or operated.

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cited by offering them a variety of colors, shapes, and sounds.

On the other hand, many operators seem to think that all you have to do is plug in the board and stick the game out there. These "half-done" conversions are a real black eye to our industry. Lately, I have noticed that many former proliferators of shoddy work are seeing the light at the end of the cashbox and cleaning up their conversions.

Kits are cheaper than dedicated games, but kit prices are rising. Is this all attributable to research and development costs, or are there other factors involved?

R&D is certainly more expensive today and I do believe that most of the increased cost of kits is due to this expense. The beautiful graphics and complicated game play of today's games are not magic. They are the product of much work amd extensive research by both hardware and software engineers. Just look at the developmental cost of some of the new hardware systems that we are seeing. Even at the increased prices, you can't make up millions of dollars of R&D on one game. Some other reasons for the increase in kit costs are the cost of materials and increase in the wages of the people who assemble these materials.

What are the major steps an operator should take to guarantee a good-looking conversion?

First, you must choose the cabinet carefully; it should be in good shape. By good shape, I mean that it should have few if any dings or cracks, and it should be complete. It should have a back door, the coin door should have all of the necessary parts, and the marquee light and speakers should be in working order.

Next, the monitor orientation and the power supply configuration should fit the needs of the kit which you intend to install. You should also make sure that the control panel can accommodate all of the controls conveniently. Once the cabinet has been selected and inspected, you must remove any parts, wires, and circuit boards not needed for the conversion. Be sure to clean the interior thoroughly and save all of the connectors.

There is some debate as to where to proceed from here. I think that one should complete the interior conversion, prepare and paint or formica the cabinet, and then work on the control panel while waiting for the cabinet to dry or "set." By the way, formica is an excellent finish and is not as difficult to install as you might think.

Another method is to tackle the outside first, beginning with the control panel. This might not be a bad idea if the controls are complicated or if the cabinet is a little shaky, but I feel that if you are the least bit worried about the cabinet you should junk it.

This "new game" idea refers to the inside of the cabinet as well. Use a Dustbuster and some cable ties to straighten up the interior; be sure to use connectors at key points when installing the harness. A little time and elbow grease will save you many headaches down the road. Last, but definitely not least, clean the monitor and plex and make sure that the marquee light is working.

> *"These 'half-done' conversions are a real black eye to our industry."*

There is an outcry over quality control in this industry. What is Leland doing to ensure the quality of its product?

The Leland Corporation is very conscious of quality control in all phases of its game production process. New cabinet designs and innovations are tested extensively, both in-house and in the field. All hardware and software prototypes are played in-house for weeks before they are released to production. Every board is "burned-in" for at least 24 hours prior to installation and then tested again on the production line prior to packaging.

Even with all of these controls, some minor problems do slip through the cracks, and some delayed bugs do appear. But I am very proud of Team Leland's quick reaction to these situations. You know, with every new product, we plan and test and try to anticipate, and then Murphy plays his little tricks. But we tackle any new problem as it arises and keep on it until we have it licked.

As one of the few American companies on the video scene, what does it take for an American company to compete in a market dominated by Japanese products?

The Japanese products may dominate the market in numbers, but I don't see anyone as really dominant when it comes to quality. There are many respected Japanese companies, but fly-by-night and rip-off companies still try to steal their share of the market. And because of their dominance, the greater percentage of these are also Japanese.

Quality-conscious companies, both American and Japanese, are all working

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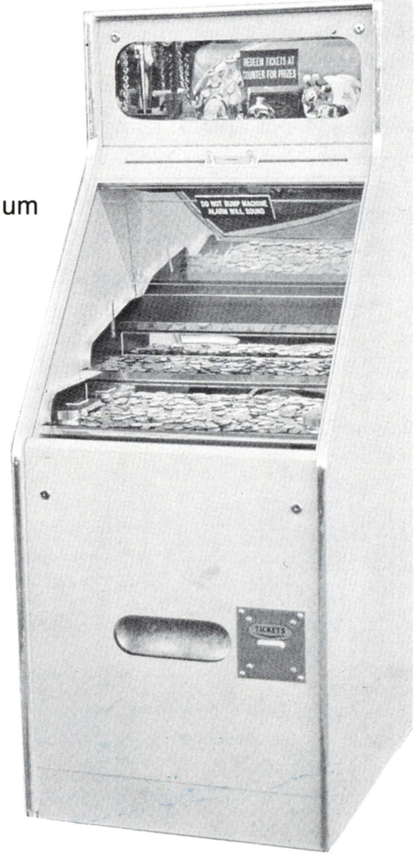
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6. Built in prize display case
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8. Solid wood
9. A *real* money maker

Dimensions: Height — 60 ins.
Width — 23½ ins.
Depth — 29 ins.

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to produce the most exciting, innovative and reliable games possible. I believe that a new age of business is upon us; we must take some of the sting out of competition and put more emphasis on cooperation.

Leland has made its mark in the industry with sports-themed games. What made the company turn to a driving game with *Super Off-Road*?

Well, for one thing, off-road racing is a sport; it's a very grueling team sport. For another thing, this game has been in development for many months. The Leland Corporation is less than two years old, and even though our first few hits have been sports-related, Team Leland is intent on providing the industry with the very best in video amusement in a variety of formats. Although I can't go into detail, I can say that you will be very surpised at what you will see from Leland in the coming months.

How long, from idea to completion, did the game development process take, and how was it tested?

The idea for an off-road racing game came into being about 18 months prior to completion of the first production model. John Morgan actually spent the first eight to 10 months writing the "code" or computer method of handling the movement of vehicles with different attributes over an uneven surface. Once that was done, a team of artists and programmers was assembled to begin work on the actual game. As the game began taking shape, more artists, sound programmers, cabinet designers, and prototype specialists were added to the team.

About six months prior to completion, a playable software version was ready to go. A prototype cabinet, complete with harness, controls and speakers, had also been assembled. In-house testing began, and over the next five months various software revisions were tried and improvements made to both the program and the cabinet. This in-house testing continued, and about four weeks prior to completion a prototype game was moved to a test location for final testing. By the time *Super Off-Road* hit the market, almost everyone on the team had taken part in its production.

> *"Quality-conscious companies, both American and Japanese, are all working to produce the most exciting, innovative, and reliable games possible."*

Ours is a fragmented industry. What would help bridge the gaps that now exist in the three levels of the business: operator, distributor, and manufacturer?

I think that the distributor is the vital link in the chain. The manufacturer needs the input of the operator, but he can't send a representative to every operator in the country to get it. The operator needs the services of the manufacturer, but he can't afford to stand in line with thousands of other operators to wait his turn. The distributor is the bridge, and the bridge is weak.

Operators want to be distributors, distributors want to be manufacturers, and manufacturers want to be both distributors and operators. The grass is always greener. We are all one industry, and we must work together and cooperate honorably to survive. The manufacturer must produce the quality product that the operator needs. The operator must expect and plan to pay for that quality. And in the financial considerations of each, the distributor must be included as a valuable partner.

[Editor's note: This interview was conducted at the recent ACME show in Reno. Since that time, Sable has left Leland to pursue other interests.]

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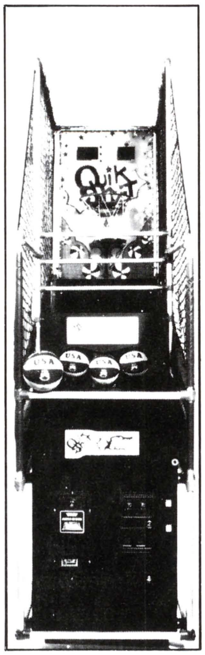

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Three generations of experience in the coin-machine industry have shown us the importance of global networking. So, we have established contacts in key markets throughout the world who assist us in buying, operating, and selling new and used machines to meet emerging industry trends. This, in addition to our world-wide manufacturing capabilities, puts us in a unique position to service your coin-machine needs.

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Spring Buyer's Guide

Spring is upon us and it's time to make those summer season game selections. If you are shopping for the latest in jukeboxes, pinballs, videos, card games, countertops, or darts, our carefully-compiled list of these products will help you make that final decision.

A handy index follows the catalog to assist in contacting the originators of the equipment. Keep this issue for future reference all year long. All other amusement equipment will appear in our Fall Buyer's Guide this coming August.

Introducing...
juketron
the jukebox
technology
of the
next decade

Juketron CD
Juke Rock Systems Inc.
This CD jukebox features interactive, video-based music selection; a 60-disc changer; a remote control unit that adjusts volume, bass and treble; automatic adjustment of equalization and level for each song; and bi-amplification system with 300 watts of total output.

CD Caravelle

CD Caravelle
NSM-Loewen America
This is a more compact version of the *CD Fire Stream* (see below). It's a CD wallbox for all dedicated CD jukeboxes by NSM-Lions, with a capacity of 1,600 titles. The flip chart title display shows 160 titles each step, dimensions are 27 x 26 x 8 inches.

City IV
NSM-Loewen America
Offering the latest ES-IV technology, this jukebox has 160 selections and the ability to variably program price ranges with selector buttons. The most played records show as "Top 10" and indicated, while the least played ones can be read out in a service program.

COMPACT DISC
COMPACT DISC
COMPACT DISC
COMPACT DISC

City CD Combo
NSM-Loewen America
This combo jukebox features 10 CD selections and 160 45s. The CDs are displayed separately from the 45s with a panel at the top of the unit. The same technology offered in the *City IV* jukebox appears in this model as well. The CD player is by Sony.

Concert 240 III
NSM-Loewen America
This model offers 250 selections with 2 x 200 watt music power coming out of 10 loudspeakers. There's a coin mech for four different coin values and three displays to show the "Top Ten." Another feature is the playing mechanism, which is computer-guided.

Consulette
MUSIC
MUSIC

Consulette ES IV
NSM-Loewen America
For use with all NSM electronic music boxes and Hide-Away, it includes exchangeable title strips with 160 program titles, three displays for "Top Ten" (automatically determined by computer), and selected title. There's also a large cash box and an error diagnostic system.

CD Fire
NSM-Loewen America

This is a wall-mounted, dedicated CD phonograph with 100 CDs in two stacks; the stacks can carry both albums and singles. There a capacity of 1,600 titles. The model also has a dust-protected disc drive, a monitor speaker, and ES-IV technology.

CD Comet
NSM

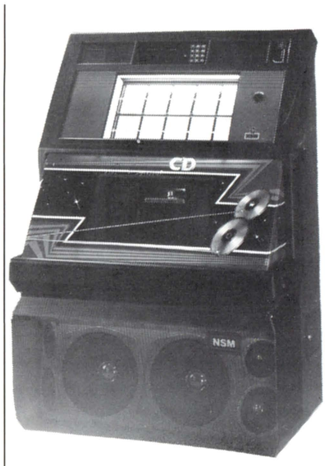
CD Fire Stream
NSM-Loewen America

This model, which is merely a selector, has a full view of 180 CDs; the total capacity is a large 1,800 titles. Completely designed by NSM-Lions, the *CD Fire Stream* offers ES-IV technology.

GALAXY 200
NSM

Galaxy 200
NSM-Loewen America

Features include a stereo amplifier with 2 x 200 watt music power, 200 selections on two title strip holders, three displays to show the "Top Ten," and eight loudspeakers in a stereo combination and lit-up sound chambers. The coin mech handles four different coin values.

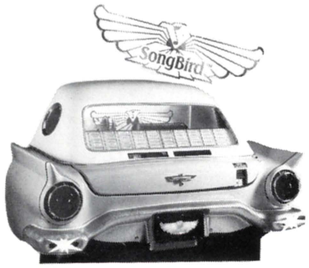


CD Galaxy
NSM-Loewen America

A dedicated CD phonograph holding 100 CDs in two stacks; the stacks can carry both albums and singles. Other features include eight-second access time, 1,600 title capacity, and a dust-protected disc drive. NSM also has the *Hideaway ES-IV* and *CD Hideaway*.

Soundmaster Compact
NSM-Loewen America

The upper cabinet offers individual programming via selector keys, pre-setting volume controls at the bottom, and credit, selection and the record playing indicated on displays. The lower cabinet has 160 selections and a terminal for remote speakers.

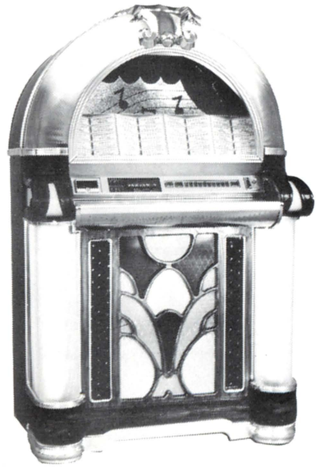


SongBird
Carson City Mfg.

A complete 45 rpm Magnum Stereo jukebox housed in a modified '57 Thunderbird tail section. The sound system is from NSM, which distributes the box. Other configurations are the *Country Classic* pickup truck and *Star Cruiser* boat/cruiser.

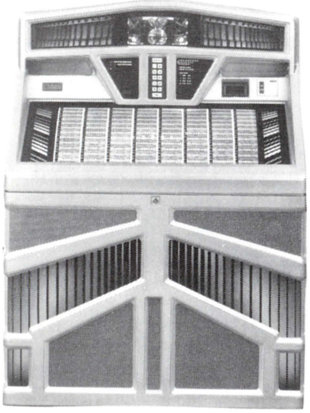
498, 498-X and 498-XCD
Rock-Ola

The Model 498 is a 45s-only phonograph with 200 selections. Model 498-X is the same piece, but includes a $1/$5 bill acceptor. The company's latest, Model 498-XCD, has 200 selections of 45s and six CDs, a built-in remote volume control, and bill acceptor.



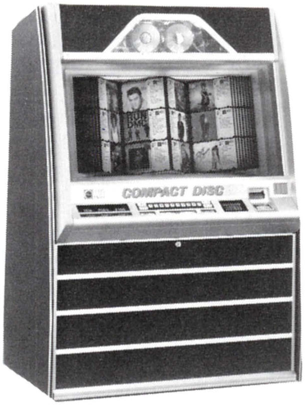
Nostalgia 1000-3 and 1000-3X
Rock-Ola

Styled with the jukebox look from the golden era of the 1940s, it is a 160-selection, 45 rpm phonograph. There are two 12-inch speakers and two six-inch speakers, and a voltage-regulated system for accurate indexing. The Model 1000-3X is the same but includes a bill acceptor.



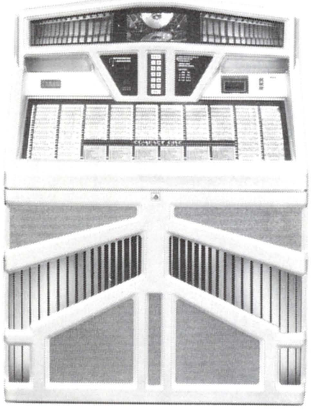
ComboStar
Rowe

This phonograph offers both 45s and CDs, with 160 selections for 45s and six CDs. The redesigned digital display shows the record playing, your selection, and the credits remaining. Other features include all-front servicing and maintenance and a $1/$5 bill acceptor.



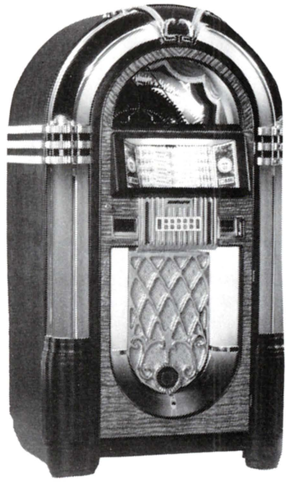
LaserStar
Rowe

A dedicated CD jukebox that displays 12 full-size CD jackets at a time, with the press of a button; it holds 100 CDs. The brightly-lit animation device at the top shows three rotating CDs in a reflective enclosure. A central control system monitors all functions.



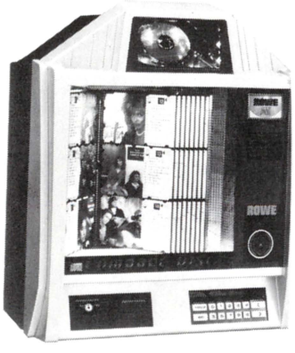
RoweStar
Rowe

This traditional jukebox with modern design plays up to 200 45 rpm selections through a dual-channel, three-way speaker system. A rotating ball in a mirrored enclosure highlights the top of the machine. This model, and all "Star" series boxes, comes with a $1/$5 bill acceptor.



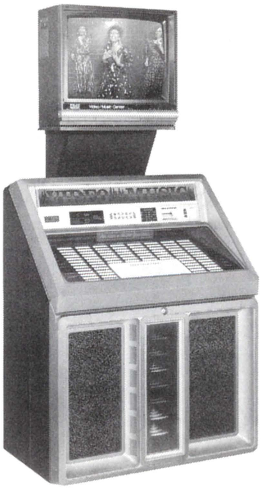
Nostalgia Bubbler RB-8
Rowe

The look of the past on the front belies an interior with state-of-the-art electronics. It has the R-91 mechanism, a 45 rpm turntable, amplifier, and speakers. There are eight bubble tubes and changing colors on the front grille and side columns.



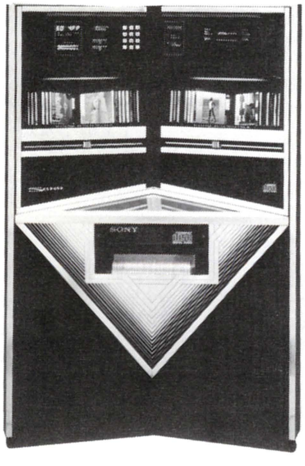
Laser WallStar
Rowe

This CD wallbox offers a choice of either 50 CD album covers/title strips or six CD album covers and up to 96 title strips (100 CD display). The box can interface with the CD *Hideaway* or *LaserStar*. A CBA-II bill acceptor holds 500 $1/$5 bills.



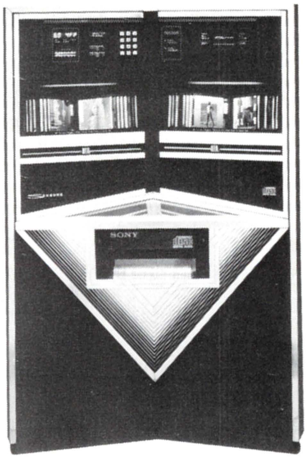
Video Jukebox
Rowe

In addition to the large 25-inch color monitor, up to 40 video and 160 audio selections can be programmed for rock, pop, country, and urban contemporary. There's a self-programmable message center and optional equipment including remote volume control and added monitors.



Laser Music SCD-1A
Seeburg

Seeburg offers 60 discs and over 600 total selections with this model. A bill validator accepts $1, $2, and $5 bills, and there's three plays for $1, 18 plays for $5. The stereo amplifier provides 200 peak watts per channel.



Laser Music SCD-1B
Seeburg

Model SCD-1B has all the sound elements of 1-A, but includes an "internal light show"; the lights dance to the music beat. Other features: timed price adjustment to give patrons a few more cuts at certain times, and an internal volume control for background or foreground music.

ROWE AMi
Compact Disc
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THE NEW LASERSTAR: ROWE'S CD JUKEBOX BREAKS THE SPACE-AGE SOUND BARRIER!

The new LaserStar combines Rowe reliability with astounding CD sound, for a jukebox that takes you back to the future. One look at the components inside will reveal Rowe's continuing dedication to reliable jukebox technology, updated for today's laser music.

The LaserStar's appearance is as new as tomorrow, with a uniquely dynamic album display to attract lots of customer attention. Twelve full-sized CD jackets shine within theatrical halo lighting, topped by whirling rainbow discs. And that's only the beginning!

The LaserStar can also be programmed to play on its own, just to show off the astounding sound of its 7-band equalizer, 3-way speaker system and 250 booming watts of power.

The new LaserStar will prove to be as reliable and familiar as the other Rowe jukeboxes you've operated for years. And it will attract today's customers who want that modern laser sound.

All Rowe jukeboxes are available through your local music and games operator.

Rowe ROWE®

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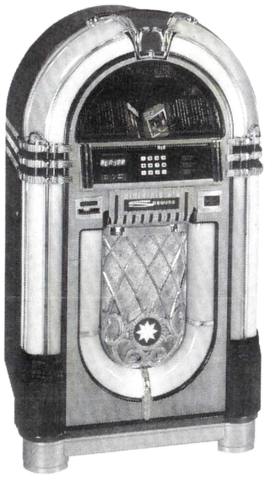
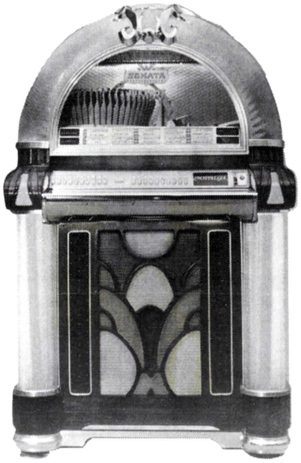
QUALITY LEADERSHIP INTO THE 21ST CENTURY



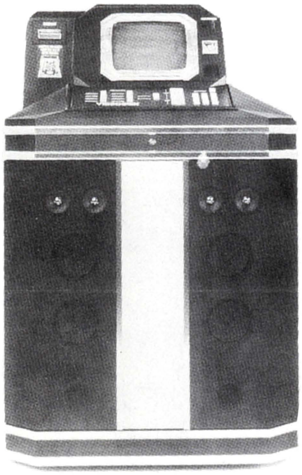
Laser Music Classic
Seeburg

This is the only "classic" jukebox with an all-CD format. There's 400 peak watts of musical power and built-in Amplifier Protection Circuitry. The "hot hits" discs feature selections from the Top 50 singles chart; the "All Occasion" is a 21-song disc of favorites.



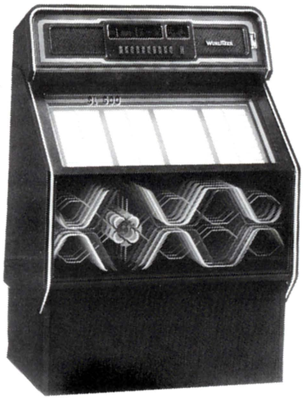
Sonata 1050
Sonata Corp.

Introduced well before the revived interest in the look of vintage jukeboxes, this model is a replica of the *Wurlitzer 1050*. This Mexican company has included all of the same detailing as those famous phonographs from the 1940s.



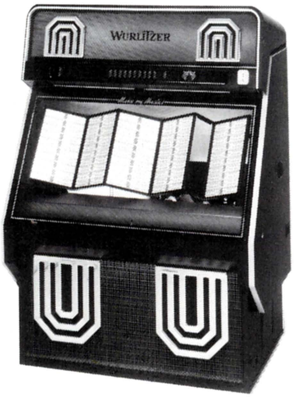
Videobox
Videobox Networks

This unit combines laser disc technology with an automatic robotic stacking system. The selection system offers eight categories of music, from rock to country. *Videobox* holds 30 discs, and two laser players are utilized to ensure no delays between selections.



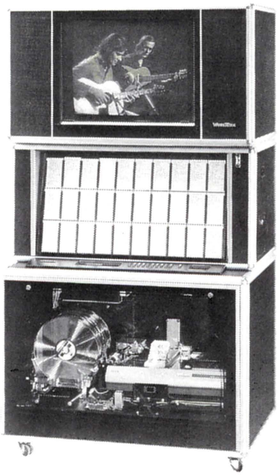
SL 600
Wurlitzer

This is a 160-selection unit with four loudspeakers in a two-way stereo system. A three-digit LED display indicates the selection, credits, and the record playing. Remote selections are available from a standard remote wallbox via an adapter.



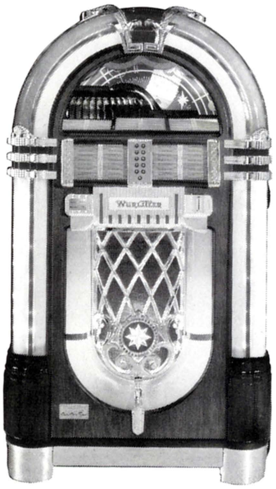
SL 900
Wurlitzer

Nicknamed "Make My Music," this jukebox offers 200 45 rpm selections on easy-to-read title strips. The modern cabinet design is new and sleek with black and silver colors. There's a 200-watt amplifier with eight speakers and continuous lighting effects.



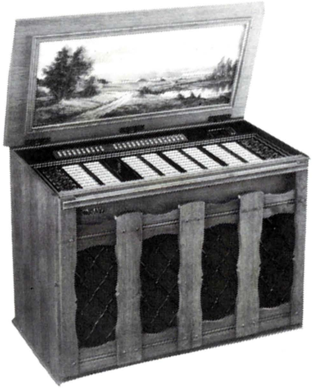
Lasergraph
Wurlitzer

This video jukebox utilizes 12-inch laser discs instead of videotape. The modular system includes a remote selection unit and several screens. The popularity meter shows operators the top hits.



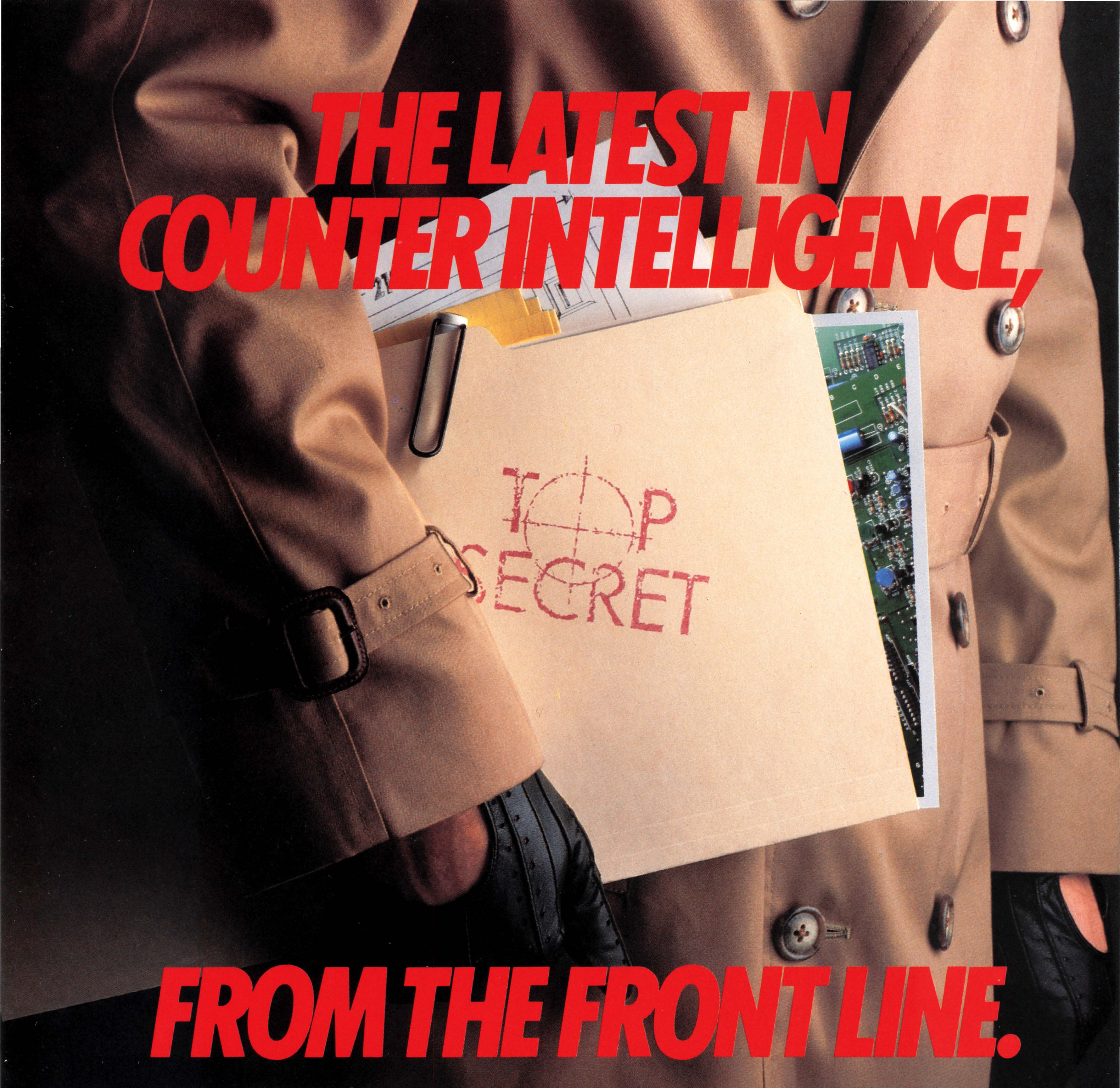
One More Time
Wurlitzer

Wurlitzer re-creates its *Model 1015* with back-illuminated rotating color drums and a pulsating light band. The box pumps out 200 watts of power, with six speakers and a three-way stereo system. There are 100 45 rpm selections.



Tarock
Wurlitzer

The oak veneer cabinet has plug connectors for an auxiliary amplifier, external speakers, and a microphone. There are 160 selections and an electronic credit accumulator. Wurlitzer also has *Carnegie*, a dedicated CD box, and the *CD Hideaway* wallbox.


THE LATEST IN
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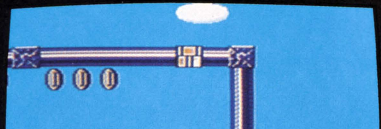


Super Mario Bros.3™

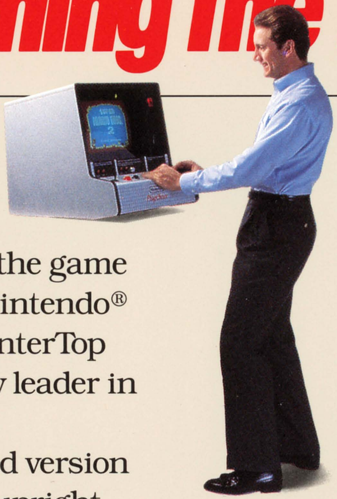
Tecmo Bowl[1]

Ninja Gaiden[1]

Nintendo®

The Systems Company

Nintendo's PlayChoice CounterTop is Winning the Battle for Space.



Attention all distributors and operators: Latest intelligence from the game front shows the Nintendo® PlayChoice™ CounterTop System is the new leader in space technology.

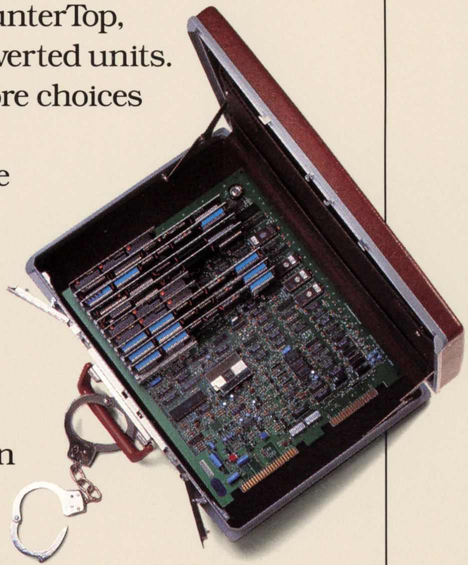
This condensed version of the successful upright PlayChoice units is filling voids where coin-operated video games of this quality have never ventured. And with the PlayChoice CounterTop you can explore those potentially profitable *black holes* in establishments where games have never been played.

It's no secret that Nintendo's PlayChoice systems are big money makers.

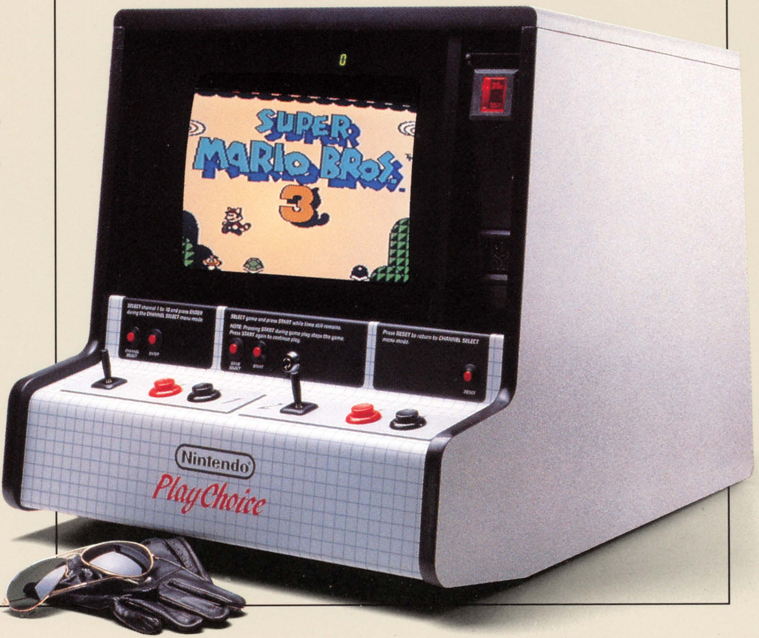
Players keep coming back to PlayChoice.™ That's because they get to pick from five to ten of the hottest titles around. What's more, PlayChoice gives them outstanding game graphics and space-age controllers.

Distributors and operators with full-size PlayChoice systems already know how easy it is to change and upgrade game software. Here's better news: PlayChoice software is interchangeable between CounterTop, Upright and Converted units. Now you have more choices than ever!

DIMENSIONS	
Width	**21 in.**
Depth	**23 in.**
Height	**20-3/4 in.**
Diameter Sweep	**31 in.**
Weight	**107.3 lbs.**



With either the five-game or the ten-game option, you can choose from the hottest titles in the business. There are already more than 30 games in the PlayChoice library. And exciting new games are released regularly— like the hot new Super Mario Bros.3,™ Tecmo Bowl[1] and Ninja Gaiden[1]. Design your CounterTop unit to fit the location, keep the action fresh and watch the money roll in.



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[1] ©1989 Tecmo, Inc.
All titles are subject to location testing. Game release dates will vary.

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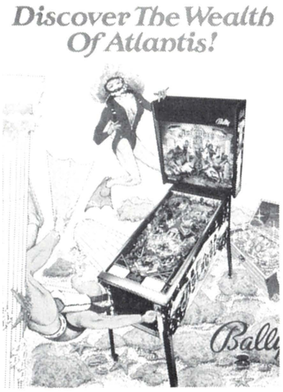

Discover The Wealth Of Atlantis!
Bally

Atlantis
Bally/Midway
Underwater scenes on backglass and playfield add to the fun of an exclusive animated submarine Scout that surfaces and fires players into triple multi-ball play. There's automatic self-percentaging, multiple drop targets, and an Escape Hatch saucer shot that boosts the ball up and back into play while raising point values.

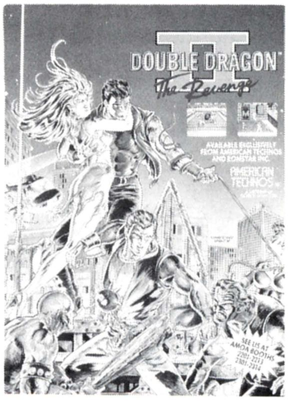
Time Machine
Data East
Time travel theme with a ramp shot that transports players through time to a '50s diner, through the '60s and '70s, with three-ball multi-ball, and computer-controlled lamps mounted to PCBs that use twist-in sockets for ease of service. Backbox printed circuit boards have been repositioned for easier access.

Hot Shots
Gottlieb/Premier
Carnival theme game with calliope music and photograhic backglass, bonus countdown "freeze," teddy bear targets for Extra Ball and Special, shoot the Hot Shot Jackpot ramp for more action, and colorful target shots of blue elephants, red cuckoo clocks, yellow chickens, and green frogs. A true trip along the midway.

Banzai Run
Williams
Pinball with a marked difference: one continuous playfield on two different planes. The motocross race theme includes matching targets on the horizontal playfield and jumping to the vertical playfield. Among special features are a Super Cycle Stunt plunger shot, fast-paced laps around the ramp, and multi-ball play.

Earthshaker
Williams
Players shoot for zones the Earthquake Institute predicts will cause the next quake; then travel to the Fault. Look for the plunger skill shot, ramp miles that bring a bonus bonanza, an underground quake shelter, and two-ball quick multi-ball play. There's also three-ball multi-ball action and a bonus-scoring jackpot.

Jokerz
Williams
Poker meets the magic silver ball in a high-scoring game with a ball shooter skill shot that awards a wild card of up to one million points. A unique backglass feature awards increased score values, extra ball, or even a special. An exclusive feature allows players a chance to earn a jackpot totaling four million points.

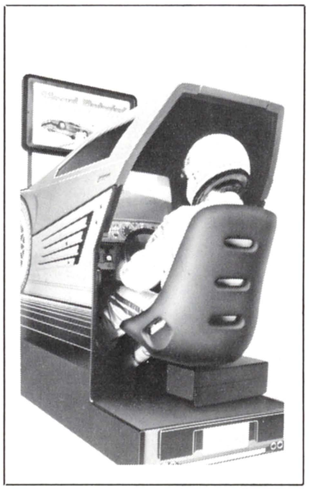


Double Dragon II: The Revenge
American Technos
A sequel to the hit, *Double Dragon*. Players continue the saga using an eight-way joystick, left and right attack buttons, plus a jump button as they engage in fierce fighting. Weapons gained along the way include a ball and chain, hand grenade, steel ball, knife, crate, log, and shovel.

Cyberball
Atari
Futuristic football action abounds in this one-to four-player game set in the year 2022. Screen images are of robots five times the size of human beings. They take defensive and offensive positions using a total of 100 plays. Features include a two-monitor mini-stadium design, interactive play, and buy-in.

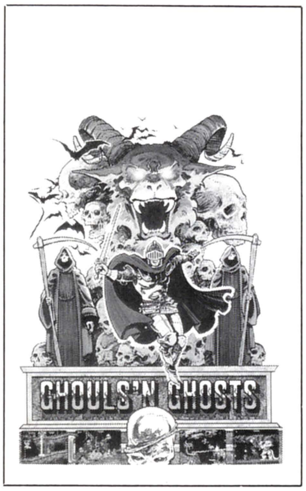
Final Lap
Atari

Available as deluxe sit-down and upright, the game details head-to-head racing with a first-person view of the track. Controls include a hi-lo shifter, accelerator pedal, and steering wheel with return to center steering. When a player sets the best lap time, he/she goes to the winner's circle.



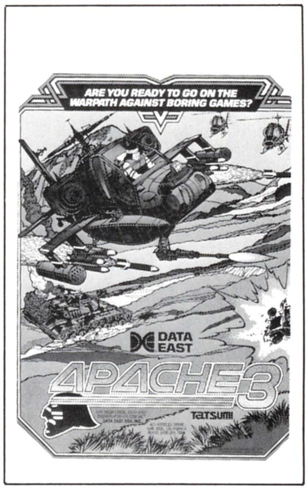
Hard Drivin'
Atari

An authentic driving simulator with four-speed stick shift, center-feel steering, adjustable swivel seat, plus gas, break, and clutch pedals. An instant replay feature lets players review their performance. Players choose automatic or manual transmission, take different off ramps, and select a track for the competition.



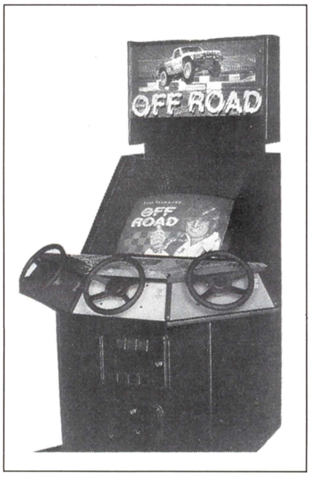
Ghouls 'N Ghosts
Capcom

A scary, spooky adventure on the CPS System using Capcom's super-chip. The caped and armed hero battles the Evil Ones using such weapons as an axe, disc, sword, spear, napalm, and sorcery. The game features a new computer-aided difficulty adjustment that automatically adjusts to each player's skill level.


ARE YOU READY TO GO ON THE WARPATH AGAINST BORING GAMES?
DATA EAST
APACHE 3
TATSUMI

Apache 3
Data East

Combat action with 3D-like graphics give the player the experience of fighting through enemy military installations in a helicopter. The rescue mission: to free captured comrades. The control panel configuration has a two-axis controller that moves up and down, left and right; firepower includes missiles and machine guns.



Super Off Road
Leland

The fast-moving, hard-driving sport of off-road racing comes to the video screen in this game for one, two, or three racers. Eight different stadium tracks are available, packed with mud holes, jumps, and obstacles. Racers compete for Convert-A-Credit "cash" awards that can be exchanged for accessories at the Speed Shop.

GAIN GROUND

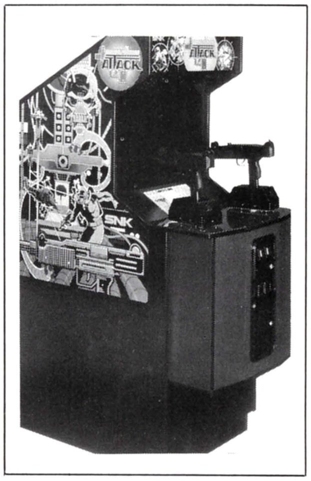
Gain Ground
Sega

A one-to three-player war action game set in battlefields of the past and future. This game uses Sega's System 24 floppy disk for stand-out graphics and high-resolution images. Players enter the year 2348 and match brain and braun with 20 different kinds of warriors. Fighting scenes cover five different eras.

TURBO
Out Run

Turbo OutRun
Sega

A four-stage race across America attracts players as they select performance options like high-grip tires, or extra boost turbo charger.Available in cockpit styling or mini upright, both models feature a 20-inch color monitor, deluxe steering wheel, turbo-boost button, foot brake, accelerator pedal, and two speed shifter.



Mechanized Attack
SNK

A two-player combat action game with a set of realistic Uzi machine guns mounted on the front of the cabinet. Features include a 25-inch monitor, 3D-like graphics, sliding drawer for easy access to electronic components, and an all-plywood cabinet that keeps the game securely on its feet.

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1P LIFE
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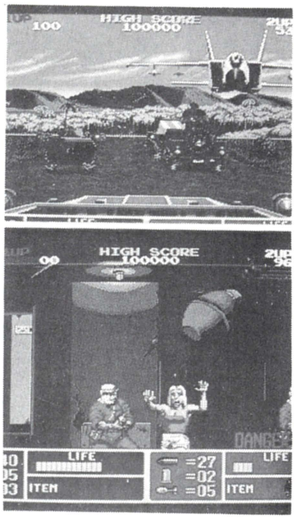
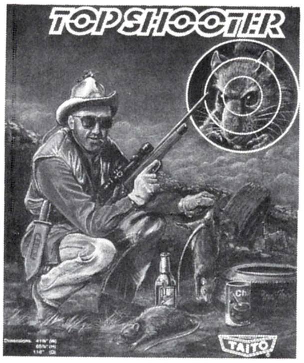
VIDEOS DEDICATED



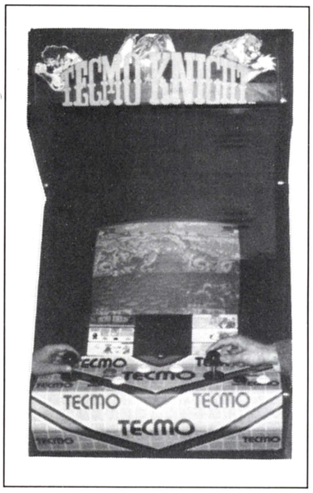
Operation Thunderbolt
Taito

Players embark on a hostage rescue mission following a hijacking. Play action includes a raid on enemy territory and freeing hostages held in hideouts and at enemy headquarters. A two-player game, it comes with two authentic-looking Uzi machine guns.



Top Shooter
Taito

A shooting gallery game with four different Gameland target cards that can be customized for locations. Sharpshooting skills are needed as players aim at four cards in different positions; players get the card after all the "bullets" are used.



Tecmo Knight
Tecmo

A fast-paced horizontal monitor video with 3D-like graphics. The objective: re-take a castle. Characters are Snake Lady, Bulldog Man, Turtle Man, and Flying Dragon. An interactive game for one or two players, slated for late-May release as dedicated, but may be a kit.

NARC
NARC
NARC

NARC
Williams

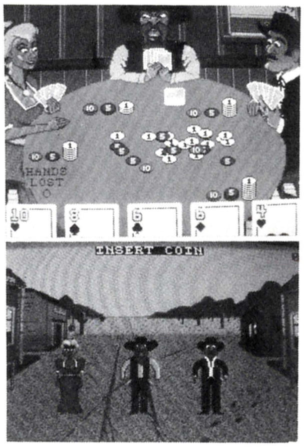
An elite team of Max Force and Hit Man are on a mission to destroy the K.R.A.K. criminal syndicate. They dispense their own brand of justice and battle through city streets and in the air with a specially-equipped helicopter. Objective: a showdown with Mr. Big.

VIDEOS DEDICATED & KIT

ROBOCOP
DATA EAST

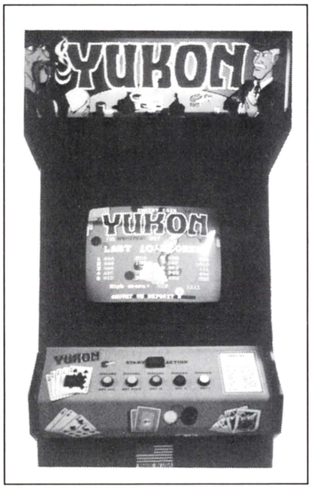
Robo Cop
Data East

Players become the part man, part machine who must clean up the city and protect innocents from drug dealers, kidnappers, and muggers. He also faces sophisticated robots. The game is available with a choice of 19-inch or 25-inch monitor.



Showdown
Exidy

The player sits in with three animated poker players in an Old West setting. The game features operator-selectable levels of difficulty; it comes as a dedicated upright, countertop, or universal kit. It's 100 percent amusement only, based on high score.



Yukon
Exidy

A game that plays the same as *Showdown* without the gunfight at the end. It offers ticket dispensing and token features. A six-button universal, it was introduced at ACME as a countertop. All Exidy former gun games are still available, dedicated or conversion.

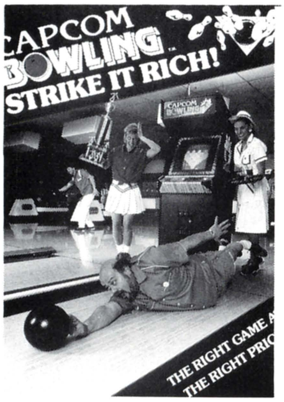
SNK
IKARI III THE RESCUE
IKARI III

Ikari III: The Rescue
SNK

The intrepid Ikari Warriors are back, this time undertaking a mission to rescue the kidnapped child of a presidential candidate. Features include game continuation and buy-in, the SNK rotary joystick, and three buttons for punch, jump, and kick.

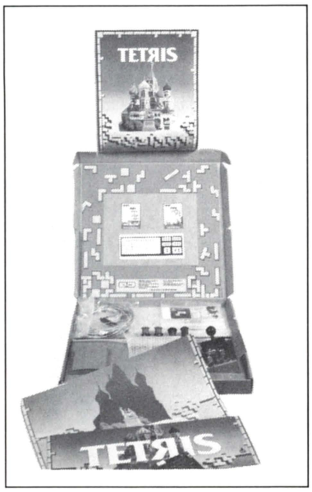
U.S. Classic
Taito

A golf game in three configurations: dedicated upright, cocktail, or kit. Players choose either nine or 18 holes and select from a complete set of woods and irons. Just like a regular golf course, there's out-of-bounds, sand traps, and other hazards.



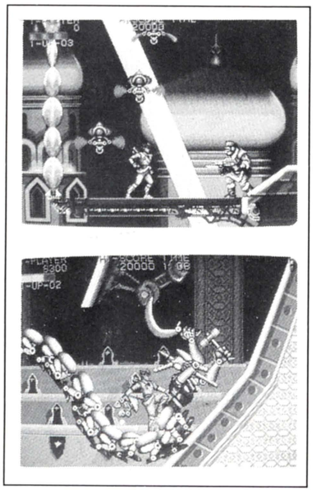
Capcom Bowling
Capcom

Headed for classic status, this kit gives players a full ten frames of bowling with a lane on the right side of the screen and colorful animated figures rooting for the player on the left. A bowling ball look-alike trackball gives good ball control.



Tetris
Atari

A challenging ''puzzle in motion'' mind-teaser that's a universal horizontal kit for one- or two-players. Players must move and rotate descending geometric blocks for a total of seven different shapes. Choose from three difficulty levels.

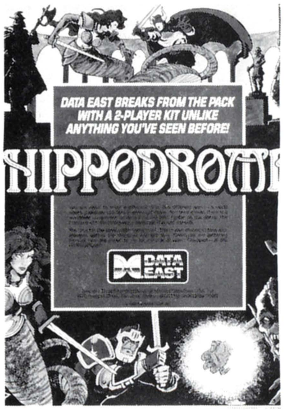


Strider
Capcom

Players must master the art of Ninjitsu and embark on a futuristic adventure set in the year 2048. Features include the exclusive Computer-aided Difficulty Adjustment that automatically adjusts to every player's skill level.

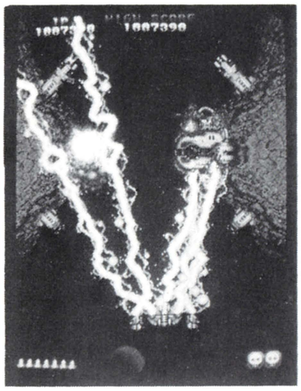
Vindicators Part II
Atari

A simple conversion for *Gauntlet*, that mold-breaking game of '85. The kit includes new control panel, two sets of tank controls and buttons, custom harness, cabinet graphics, operators manual and all needed electronics.


DATA EAST BREAKS FROM THE PACK WITH A 2-PLAYER KIT UNLIKE ANYTHING YOU'VE SEEN BEFORE!
HIPPODROME
DATA EAST

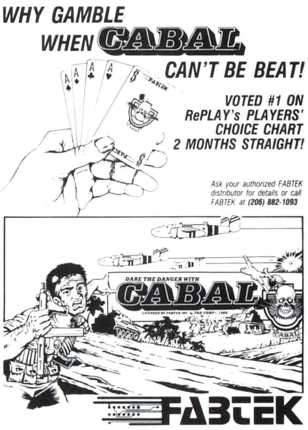
Hippodrome
Data East

Travel to a different time and a different world in this two-player video kit that engages players in a worldwide competition to determine the best gladiator on the planet. Controls include an eight-way joystick and punch and jump buttons.



Truxton
Bally/Midway

Players become fighter pilots battling deadly galactic enemies in this space adventure in vertical format. There's an eight-way joystick and 200 areas in which to fight the five Big Bosses. Controls are joystick and two buttons for shot and bomb.



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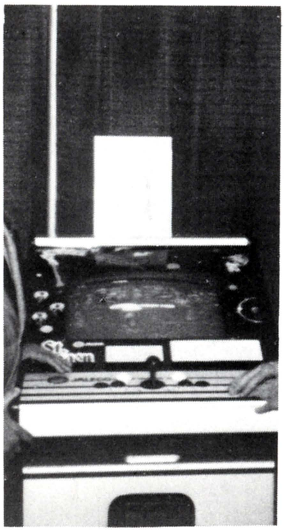
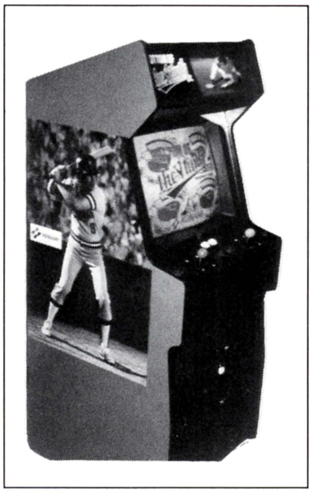
Cabal
Fabtek

Commando action for one or two players. The mission: annihilate a group of terrorists seeking world domination. Players advance through five levels of 25 screens. The central game control is a special trackball that provides extra maneuverability.



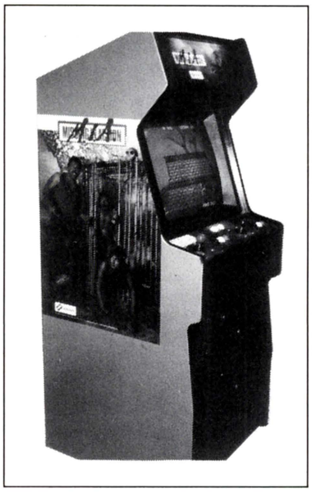
St. Dragon
Jaleco

A horizontal monitor kit fantasy adventure game with mechanical monsters that must be stopped by the ultimate robotic defender, St. Dragon. A one- or two-player game with six increasingly difficult levels of play and four difficulty settings.



Bottom of the Ninth
Konami

Players bat, pitch, and field in this baseball-themed kit. Choose your team from six major league cities. When two players compete, a split screen shows the view of both batter and pitcher. A horizontal monitor game with buy-in and game continuation.



M.I.A.
Konami

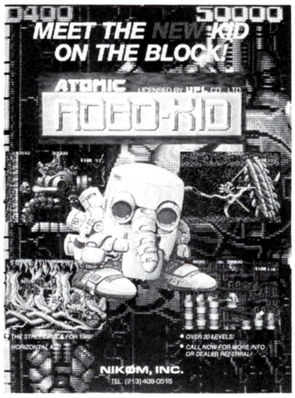
A two-player interactive video kit for horizontal monitors, it takes players on a rescue mission to a prison camp. Fighting takes place in jungles, mountain ranges, and on the enemy base. Controls include eight-way joystick and three buttons.

Thunder Cross
Konami

Players undertake an intergalactic investigative mission in this two-player interactive kit. Tight mazes, tunnels, and other challenges await. Controls include an eight-way joystick and buttons for shoot or super weapon.

The Final Round
Konami

Players are challenged to boxing matches with tough opponents such as Knockout Nick and Steel Fist Fritz in this two-player interactive video kit for horizontal monitors. Power meters at the bottom of the screen show each boxer's strength.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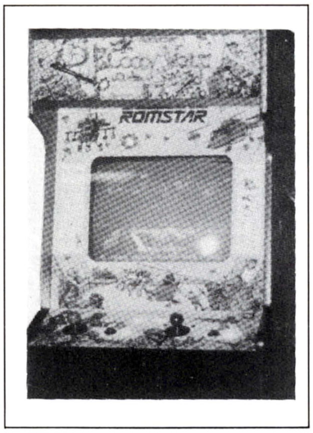
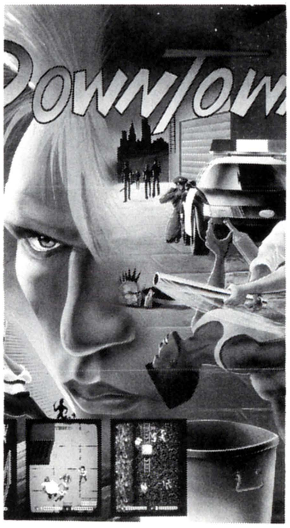
Atomic Robo Kid
Nichibutsu

A horizontal kit that has over 20 levels of play. A junior robot is the main character. He blasts a myriad of evil obstacles that cross his path in this game designed for street locations.



Bloody Wolf
Romstar

A horizontal monitor kit with a rescue mission theme to free soldiers missing in action and held captive. Players use high-powered rifles and a grenades to advance through seven action scenes that include cliffs, mountains, and jungle terrain.



Downtown
Romstar

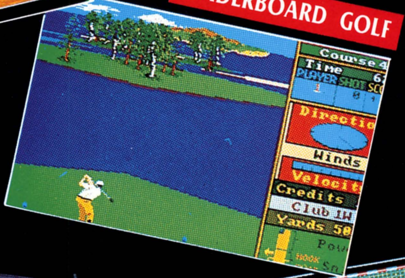
Good guys battle corrupt cops on the take along with a lineup of other tough characters and skin-heads in this vertical kit street-fighting game. A wino provides comic relief and breathes his own brand of "fire" as he staggers down the street.

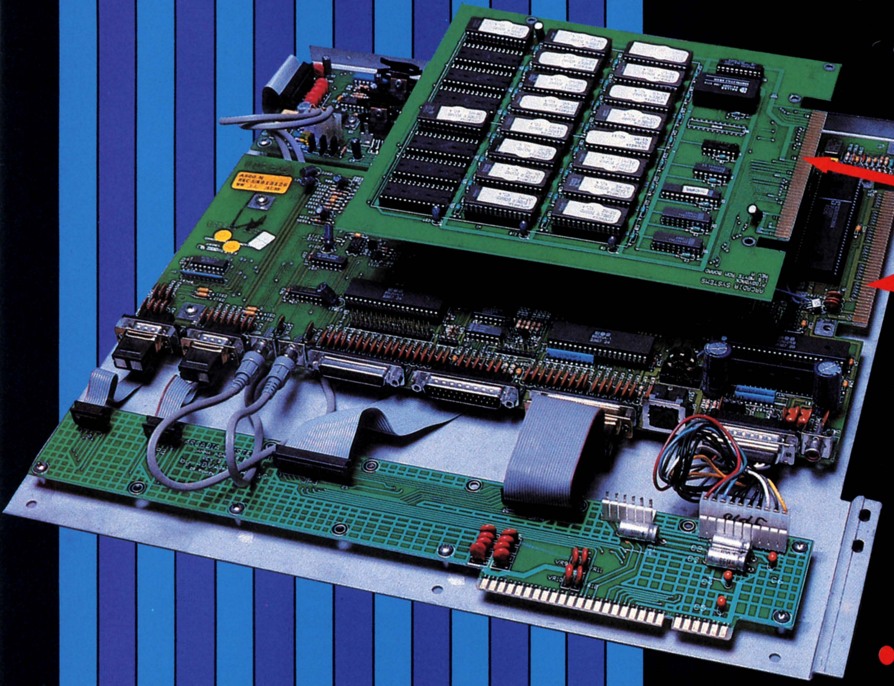
ARCADIA HORIZONTAL CONVERSION KIT

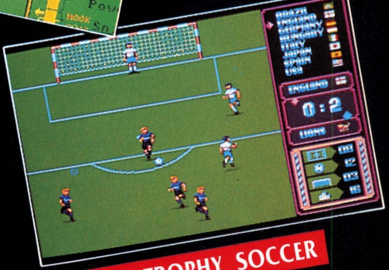
The Arcadia Horizontal Conversion Kit is an easy to install video game kit. It offers you the flexibility to exchange a game without having to install new, expensive hardware each time. Each kit has a plug-in game board that can be removed for exchange, easily and quickly.

With all the features you would expect from a #1 game, Arcadia's kits offer you more than "just a kit".

FASTBREAK

LEADERBOARD GOLF

Course 4
Time
PLAYER SHOT SC
Directio
Winds
Velocit
Credits
Club 1H
Yards 58





WORLD TROPHY SOCCER

KIT INCLUDES

- PC Board Set
- Marquee
- Manual
- Cabinet Graphics
- Joysticks, Buttons

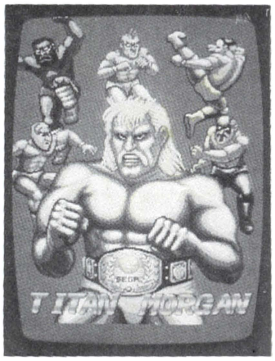
REQUIREMENTS

- Horizontal Monitor
- Standard 7-amp power supply

ARCADIA
·SYSTEMS·INC·

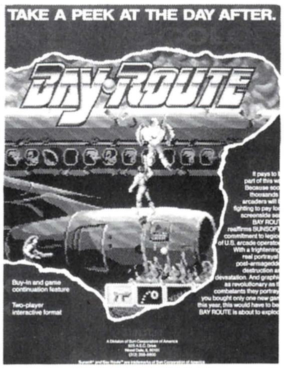
Arcadia Systems Inc. 1350 Pear Avenue
Mountain View, CA. 94043. Tel. (415) 964 4909

VIDEOS KITS



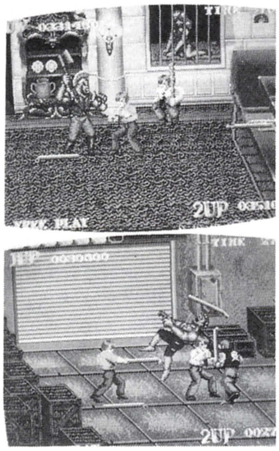
Wrestle War
Sega

A wrestling game for one or two players with three-dimensional characters fighting in an arena-type setting. After defeating all eight opponents, players can wear the championship belt. Wrestling techniques are achieved with joystick and two buttons.


TAKE A PEEK AT THE DAY AFTER.
BAY ROUTE
Buy-in and game continuation feature
Two-player interactive format

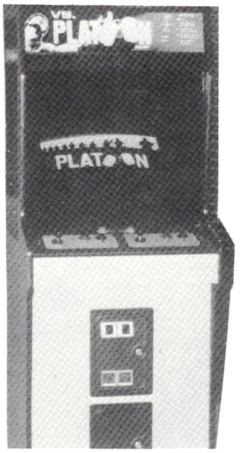
Bay Route
Sunsoft

A group of nuclear war survivors battle an army of mutants and a crazed rebel force to rescue a maiden held hostage. The game has a two-player interactive format, buy-in and game continuation, two eight-way joysticks, and three buttons. Coming in late May.



Tough Turf
Sunsoft

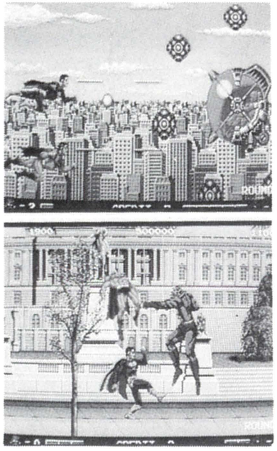
A two-player street-fighting game with eight levels of play. Up to six enemies can confront the players at a time. There's buy-in and game continuation in this horizontal monitor kit that comes with PCB, marquee, and control panel buttons.



VS Platoon
Sunsoft

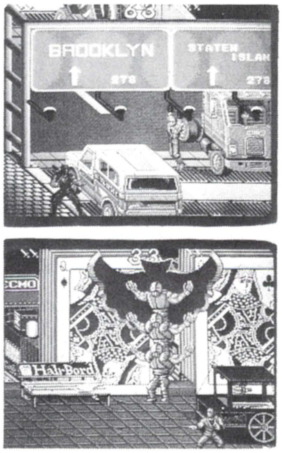
Conversion kit for any VS. Dual or Unisystem. Players must traverse a 3D tunnel, bunker, and 3D jungle as they advance through four different levels of play. The game has two, one-megabit memory chips to expand the power of the Unisystem.

SYSTEMS/CABINETS



Superman
Taito

A horizontal monitor kit for one or two players interactively. There's buy-in and continuation features. A joystick moves Superman while walking or in flight and two buttons are used for throw punches, kick, or high-intensity laser "heat vision."



Ninja Gaiden
Tecmo

The player becomes a lone Ninja cutting his way through six tough neighborhoods. He must master the five secret Ninjitsu assassination techniques and search each zone for undesirables, all the while eluding the death squad out to stop him.

Grudge Match
Yankee Games

A wrestling-themed kit with 24 different moves and six awesome competitors who take to the ring. A one-or two-player game with eight-way joystick and jump and kick buttons. Realistic action and even a chance to beat up on the referee.

PlayChoice

PlayChoice
Nintendo

A video game system offering five or 10 games and a single screen. Also available is the *PlayChoice-10* upright with 10 proven Nintendo titles. *PlayChoice* kits can also be obtained for the VS. Dual and VS. Table with five or 10 games.

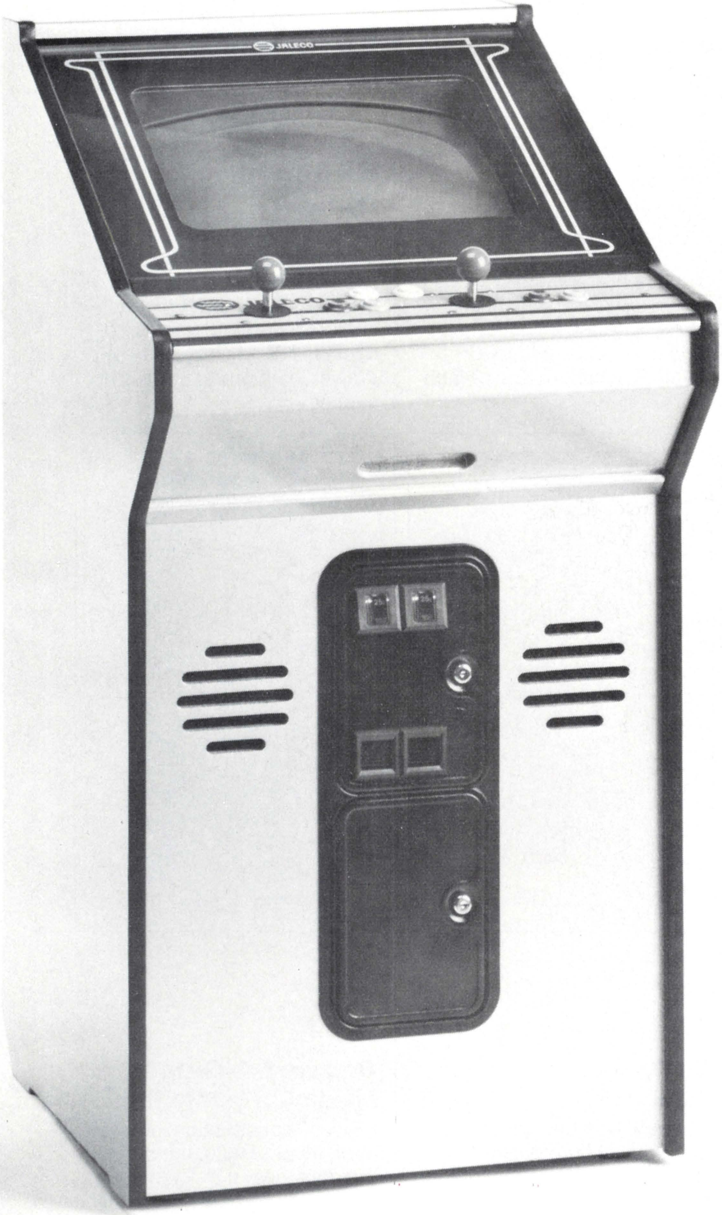
What's small in height, but big on features?

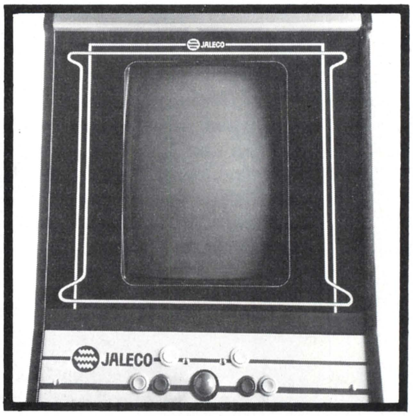
Introducing the Lo-Pro™ from Jaleco.™ It stands only four feet tall, but it's packed with fantastic features for you and your players.

Players will be dazzled by the visual impact of the 19″ Wells-Gardner universal monitor. It's quickly converted to either horizontal or vertical play by unscrewing only four easily accessible bolts.

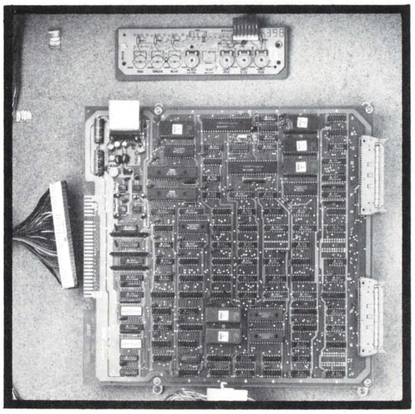
Standard JAMMA cables and connectors make conversion to a new kit simple. A universal control harness fits any 1, 2 or 3 button game that uses 1 or 2 joysticks. Unlike other cabinets, Lo-Pro lets you complete all conversions in front, with no need to remove back panels. Dual speakers offer players stereo sound and excitement.

Custom designed and assembled using screws and hardwood cleats, the Lo-Pro offers years of dependable and durable service. For more information, contact Larry Berke.

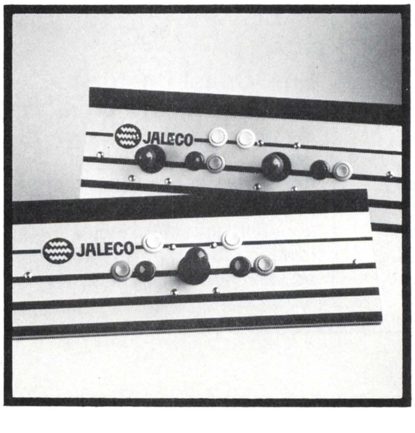




- 19″ Wells-Gardner Universal Monitor.
- Horizontal and vertical overlays.
- Converts quickly by removing 4 bolts.



- Standard JAMMA cable and connectors fit any compatible PCB and universal control panel.
- Monitor adjustment board mounted in drawer for easy accessibility and adjustment.



- Two blank panels included for 1 or 2 joystick controls. Joysticks and buttons not included.
- Panels slide in or out by removing 2 bolts.

JALECO™

Jaleco USA, Inc.
5617 West Howard
Niles, Illinois 60648
(312) 647-7077

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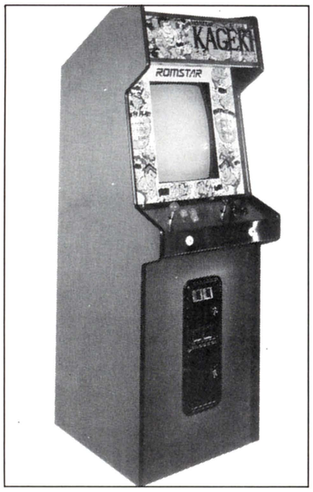
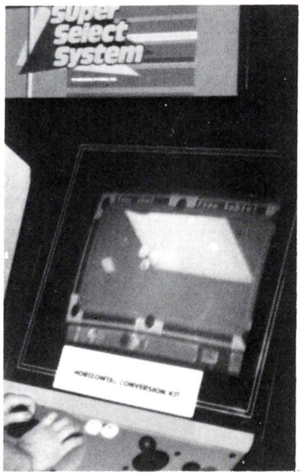


Universal Cabinet

A.C.S. Corp.

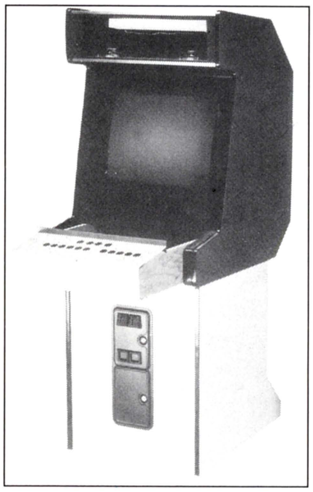
Cabinet with 19-inch monitor for horizontal or vertical games, stainless steel control panel pre-drilled for one or two joystick games, removable drawer, coin door, isolation transformer, and stainless steel marquee brackets.



Super Select System

Arcadia Systems

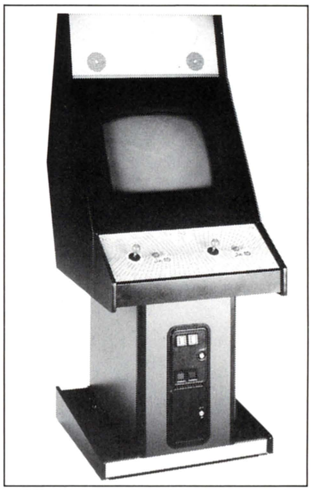
Multi games in one cabinet, each has up to one megabyte of memory. The Starter Kit comes with one of two games: *Magic Johnson Fastbreak Basketball* or *Leaderboard Golf*. Add new game cards from a selection of sports and adventure games.



KIS

Amazing Games

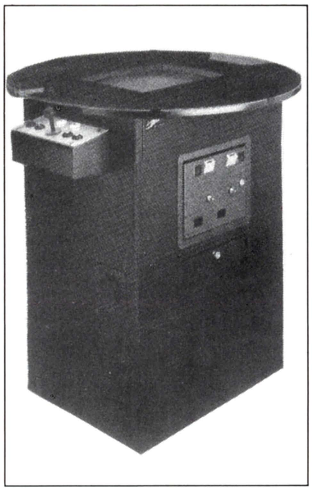
Kit Interchangeable Systems with Convert-A-Drawer feature, all-plywood cabinets in laminated plastic finish, and Wells-Gardner universal color monitors. Choose from KIS 25-inch monitor or KIS 19-inch monitor.



HS Series

Dynamo

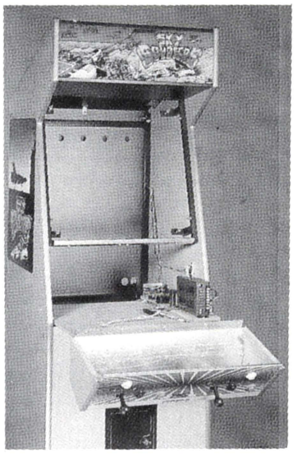
Choose from four models in this upright cabinet series: HS-4 25-inch monitor, HS-3 19-inch monitor, HS-2 standard, and HS-1 standard. All models except the HS-1 have a slide-out drawer that houses the power supply.



Cocktail Series

Dynamo

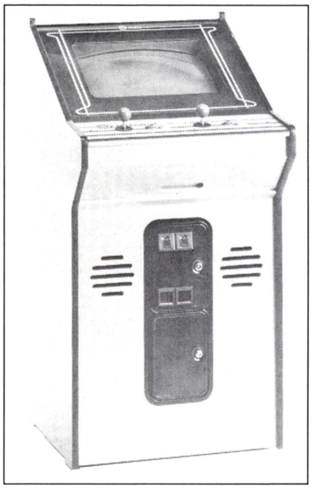
Choose from square, round, or rectangular top tables with all-plywood construction, heavy-gauge hardware, player-directed speakers, 19-inch Wells-Gardner monitor that turns horizontally or vertically.



UV-19

East Coast Designs

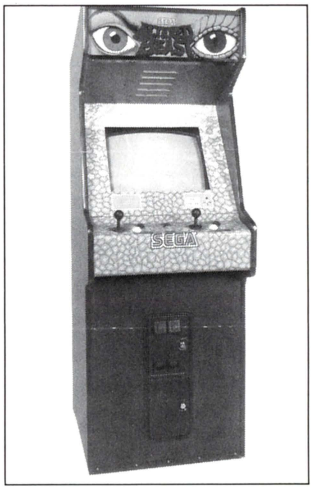
A universal video hardware system with 19- and 26-inch color monitor, all-steel infrastructure, laminated wooden components, carriage bolt construction, and nine-inch deep "life & lock" control panel in galvanized steel, and slide out drawer.



Lo Pro

Jaleco

Low-profile cabinet four-feet high with 19-inch Wells-Gardner universal monitor that can rotate from horizontal to vertical display. Each cabinet has standard JAMMA cable and connectors.



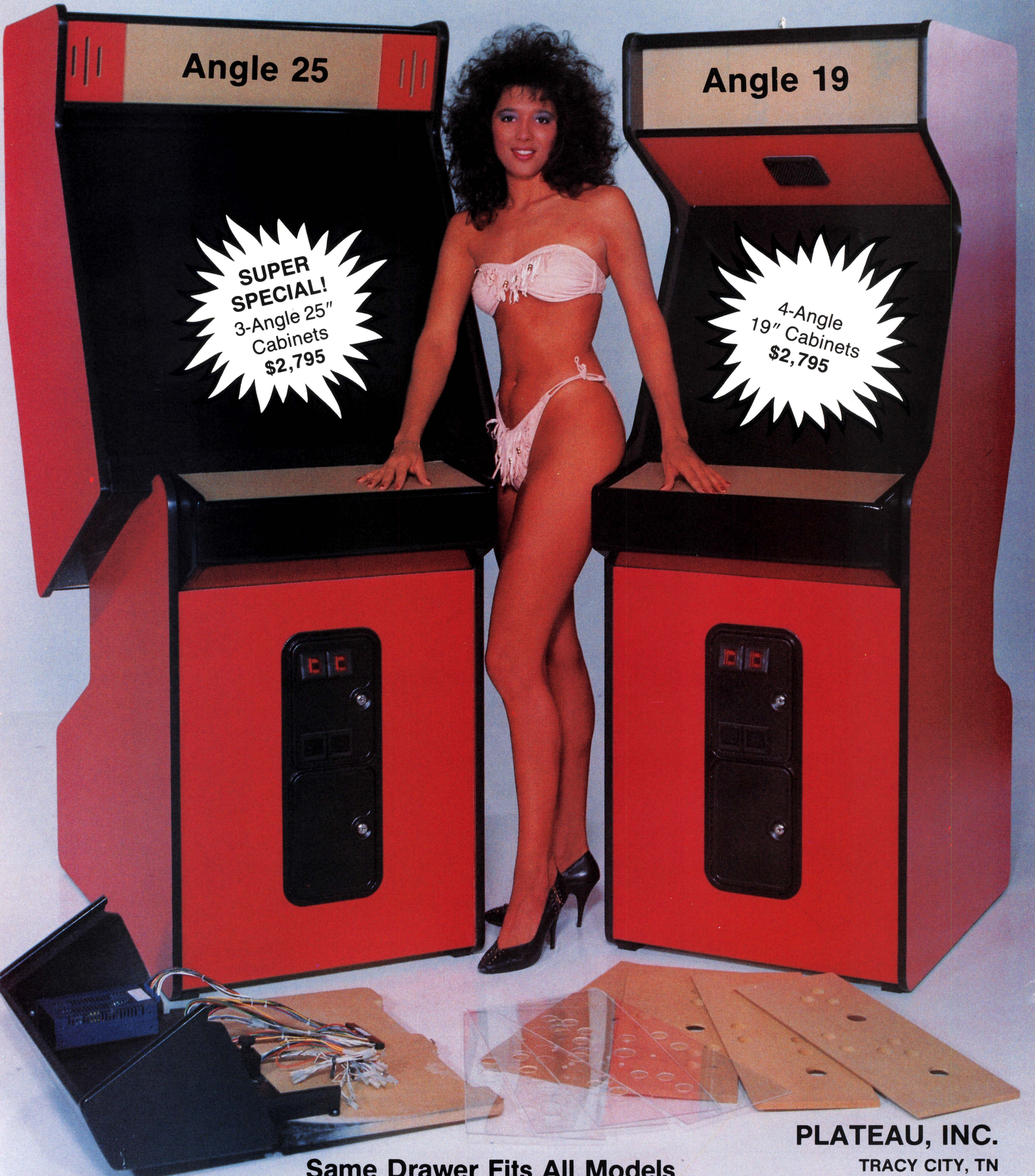
Convert-A-Game

Maximum Marketing

All wood construction, no back door, monitor adjustments from the front, easy convertibility, standard light bulbs in the marquee, metal trim on base, plus formica on the sides, front, and back.

THE ANGLE SYSTEM

"Innovators, Not Imitators"



SUPER SPECIAL!
3-Angle 25″
Cabinets
$2,795

4-Angle
19″ Cabinets
$2,795

Same Drawer Fits All Models

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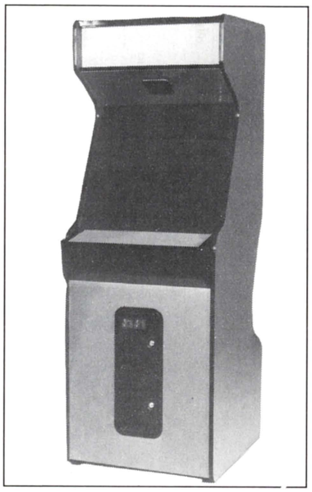
TRACY CITY, TN
1-800-228-8974

SYSTEMS/CABINETS

TECMO
TECMO

MHA C1025
M. H. Associates

Standard "works in a drawer" for easy kit installation, 15-watt fluorescent light fixture, two cooling vents, one-piece wrap-around molding, and choice of colors. Monitor rotates for vertical or horizontal positions.



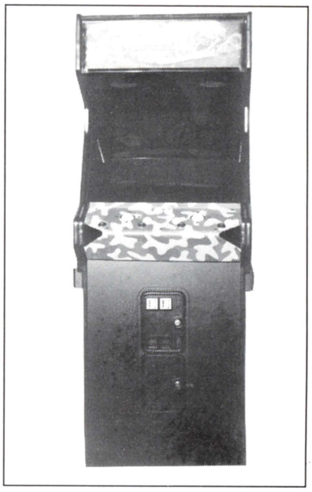
Angle System
Plateau

Universal cabinet system in four models: 19- and 25-inch uprights, table, and countertop. Quick releases for game drawer/marquee and easy monitor rotation/ adjustment. Drawer has board holder, control panel, and plexi.

SELECTA
YOUR GAME 1
YOUR GAME 2
SELECTA
4
YOUR GAME 3
YOUR GAME 4

Selecta
Pro-Circuitry

Universal multiple video game system, a conversion kit that allows installation of four games in one cabinet. It's fully JAMMA compatible and can also be set for two or three games in one with the dip switch.



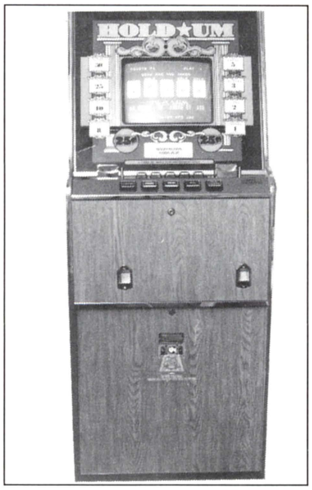
Excalibur
Summit Service

Plywood core cabinet accepts 19- or 25-inch monitor, has custom metal bracket system on rear of cabinet, lower runner assemblies that overlap sides to hold T-molding in place, and control panel with three latches for total security.

CARD GAMES

Upright Cabinet
Video Tech

Cabinet for 19-inch monitor with slide-out, removable control drawer and panel, fluorescent bulb, bassick clamps, two speakers, casters, T-molding, locks, and bezel. Melamine exterior cabinet and hard melamine front.



Hold Um/Hold Up
Altec

Hold Um card game and *Hold Up*, which plays like a card game but has cowboy figures in different colored hats with numerical designations. The cabinet has Nevada-style coin acceptor and Rowe $1-5-10-20 bill validator with $1,000 bill stacker.

QUARTERHORSE

Quarterhorse
Arjay Exports

Horse racing game with 19-inch monitor, heavy-duty industrial-type disc player, dual coin entry and optional bill acceptor, adjustable number of credits, and electronic audit system; redemption option available.

Honest Dealer

Honest Dealer Black Jack
Drew's Distributing

A game that plays from one to five hands of Black Jack against the dealer, authentic Atlantic City-style Black Jack. Features include a new style CPU board, static control built-in, and $1-5-10-20 bill validator standard.

Reel Poker
Betson

This is a unique redemption game featuring poker play with cards appearing on reels like a slot machine. Players may double winnings with a high-lo feature. There's adjustable pricing and a skill feature.

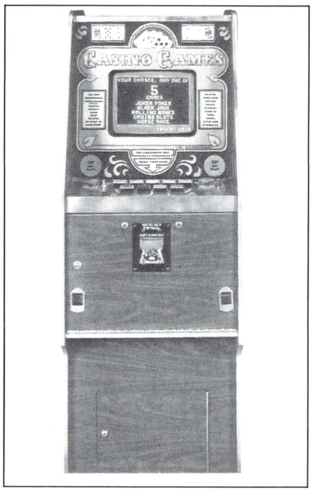
SUPER BONUS

Super Bonus Deluxe
Drews Distributing

New cheat-proof software is included in this newest model from Drews. There are also double coin switches, linear power supply, and $1, $5, $10, and $20 bill validator. The cabinet has woodgrain sides and a matte black finish front.

Bingo
Grayhound

A long-time favorite game comes to the video screen housed in this upright cabinet with woodgrain finish. It is also available in both countertop and cocktail formats.



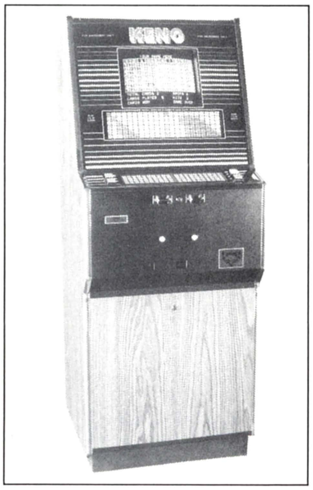
Casino Games
Grayhound

A multi-game unit offering Casino Slots, Black Jack, Joker Poker, Rolling Bones, Horse Racing, Dog Racing, Beat the Spread, Pull Tab Bingo, Superbowl, and Play the Races; a Rowe $1/$5 bill acceptor is optional. It also comes as countertop.

HI LO
DOUBLE UP
NEW GRAYHOUND BILL ACCEPTOR
(Optional)
Accepts
$1·$2·$5·$10·$20
Bills

Super Poker
Grayhound

Upright cabinet (also countertop) with added deluxe features and many options for operators, such as adjustable win percentages. There's also an optional new Grayhound bill acceptor for $1, $2, $5, $10, and $20 bills.



Fox 1000S Keno
HTS Electronics

This unit has two types of playing cards. It plays one to 20 credits per game, with the ability to mark one to 10 spots. Other features are automatic replay, random double bonus, electronic bookkeeping and diagnostic tests, adjustable speed of play, and an easy slide-out drawer.

Super Poker
HTS Electronics

This comes with three types of graphics and a selectable setup mode. Among the games are Raise, Double Up, and Half Double Up. Other options to choose from include mystery "bonus" jackpots, adjustable card speeds, and automatic deal/play. There are hinged double front doors.

Fox 1000S Super Poker
HTS Electronics

This unit has the same features as *Super Poker,* and is available with high score/initial programs, printers, ticket dispensers, optical dual coin sensors, bill acceptors, and numerous plexiglass screens. *Super Poker* has all of these features except for the ticket dispenser and printer.

Draw Poker
Kramer

A game of basic five card draw poker set for quarter or nickel play. Features include actual shuffle on every hand, unlimited coins in, and eight or 15 credits played per hand. Options: 15 replay version, bill acceptor, ticket or token dispenser.

HIGH SPEED BONUS
KRAMERGAME

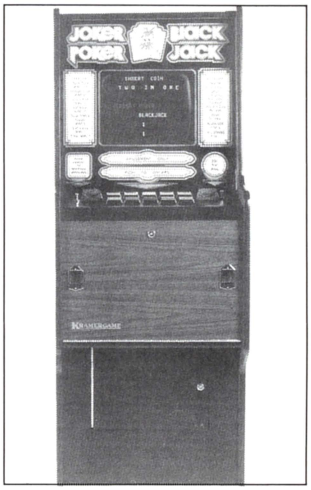
High Speed Bonus
Kramer

Features include a super bonus and random bonus, bonus draw, auto draw, auto bet, raise, auto raise, fast or slow deal, full or half-bet hi-lo. There is a wide range of difficulty settings and it can be set for quarter or nickel play.

JackpotBonus

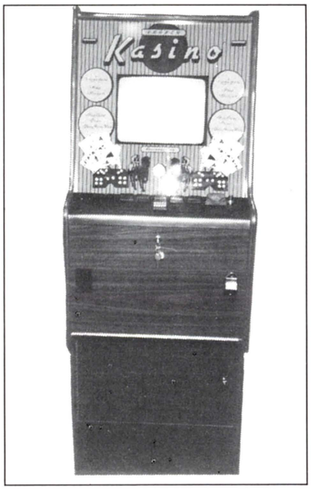
Jackpot Bonus
Kramer

Instant double bonus game now available. For the jackpot a player wins 500 points on four deuces. In random bonus the player wins instant bonus on a pair of natural deuces. Added jackpot bonus features are bet and raise, half bet or full raise on hi-lo play.



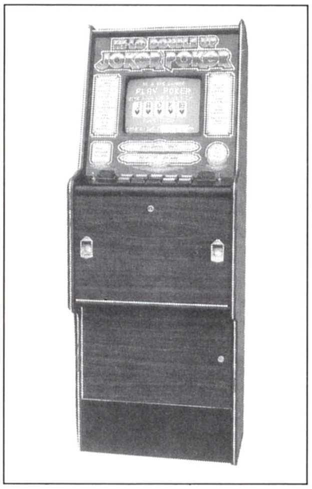
Joker Poker/Black Jack
Kramer

A unit offering two games in one cabinet; one is a Hi-Lo Joker Poker and the other is a casino-style Black Jack. Players can easily choose either game. The Black Jack game features Double Down and Surrender.



Kasino
Kramer

This game is expandable from four games (Black Jack, Craps, 5-Card Draw, Hi-Lo) to more. Features include on-screen advertising, built-in power supply, no credit or replays, self-diagnostics, and an accounting system. It comes in upright, cocktail, and kit.



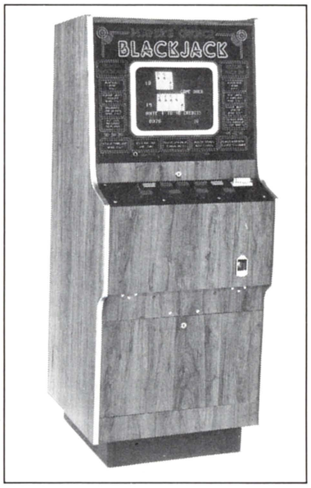
New Hi-Lo Double-Up Joker Poker
Kramer

A basic five card Hi-Lo game that is easy to understand. There's a superwide range of difficulty settings, a menu change, double coin mechs, plus anti-static and cheat-proof features. The game is totally secure for all bill acceptors and dollar values.

RIVERBOAT POKER

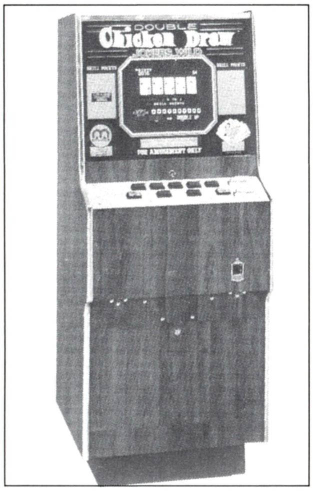
Riverboat Poker
Kramer

Features include super raise, full or half-bet hi-lo, auto bet, auto raise, and a wide range of difficulty settings. It can be set for quarter or nickel play; options are 15 replay high-score version, bill acceptor, ticket or token dispenser.



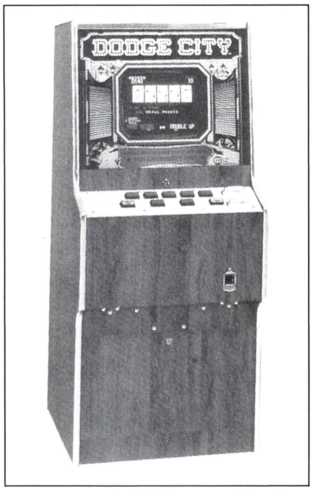
Black Jack
Merit Industries

A video 21 game with features that include 13-inch monitor, dealer face up or face down, operator selected ante limit, on-screen bookkeeping, top drop coin entry, and hi-security cashbox.



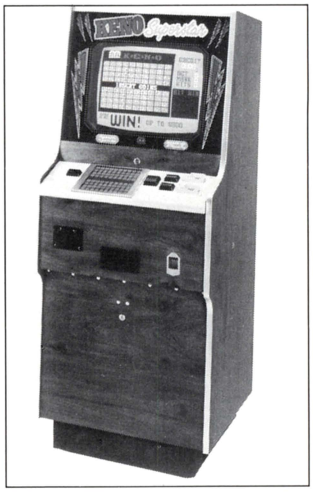
Chicken Draw
Merit Industries

New raise poker action is included in this game that lets players take their score, double-up, play one card high-lo challenge, or double up again. The monitor is 13 inches, construction is all plywood, and servicing is made easy with front access.



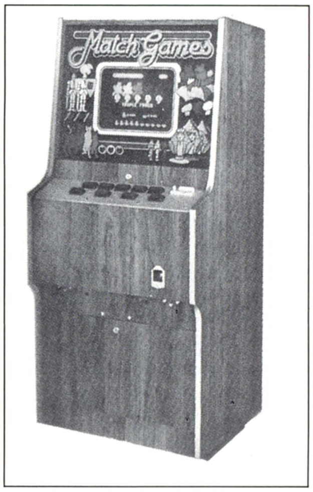
Dodge City Poker
Merit Industries

Exciting new graphics appear in this classic game with Chicken Draw Bonus Feature. It comes standard with dual coin mechs; bill acceptors are available. The game is made in Pennsylvania and complies with the state law.



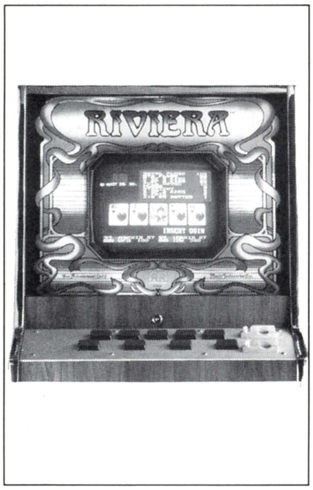
Keno Superstar
Merit Industries

This game is Montana-approved and has a big 19-inch screen. It comes with journal printer for state-regulated operations. The cabinet is woodgrain with chrome trim and comes ready for a dollar bill acceptor. Also available with Montana-approved program.



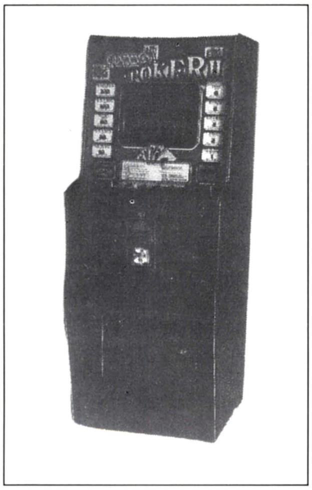
Match Games
Merit Industries

A game that challenges players to match wild characters as they pop up together and special bonus symbols appear. The characters are in five settings: Foto Finish, The White Knight, The Frog Pond, Wild Bulls, and Pharoahs.



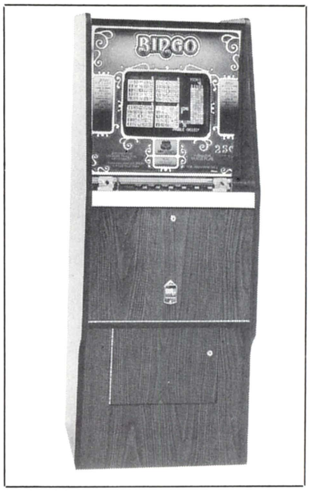
Riviera High Score
Merit Industries

Features include all new hi-scoring play action, hi-score display for top players, operator selectable double-up and raise, and twin bonuses each with separate controls. Specialized programs available such as Americana, Tennessee, Michigan, and Montana-approved programs.



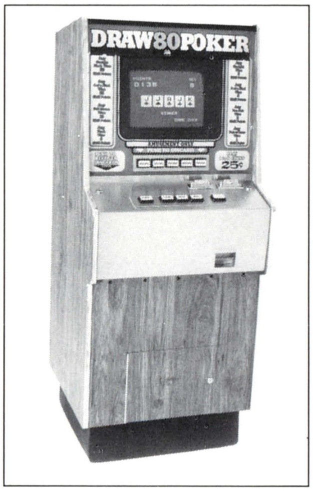
Turbo Poker II
Micro Mfg.

Features include a raise after deal, bonus jackpot, hi-lo bonus hand, extra cards, low pairs win, and automatic draw, deal, and bet. Skill points are awarded for 15 different poker hands. It's available in upright or countertop.



Bingo
SMS

Features include automatic replay, on-screen and mechanical accounting, built-in static protection, extra large cashbox, and compatibility with ticket printers, bill acceptors, and token vending.



Draw 80 Poker
SMS

A control panel of heavy-duty stainless steel makes this game distinctive. It has a monitor mask mounted directly to the cabinet, flashing lights for the winning hand, easy-release plexi face glass, dual anti-cheat coin mechs, and dual locks.

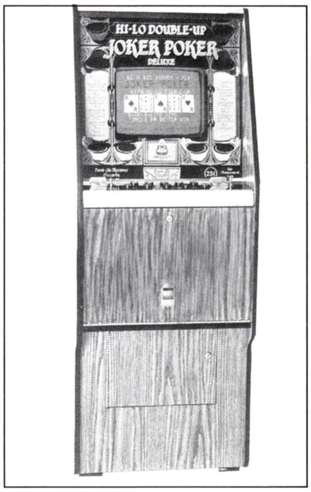
CARD GAMES

Double Dealer
SMS

The "double" in the game's name means that one or two hands of poker can be played at the same time. The game has been designed to increase a location's gross without increasing the number of machines.

Draw 90 Poker
SMS

This is the popular game of five card Draw Poker. The game was originally produced by IGT, but is now manufactured in its original form by SMS. Special Note: SMS has also introduced a Draw Poker game in a casino-style cabinet.

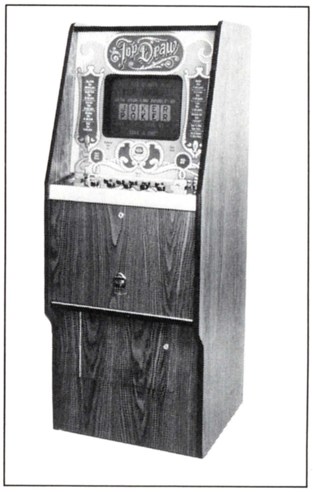


Hi-Lo Double-Up Joker Poker Deluxe
SMS

Super-fast playing action highlights this game with automatic raise, automatic replay, on-screen options menu, and 13-inch Wells Gardner monitor. The standard *Hi-Lo Double-Up Joker Poker* is also available.

Second Chance
SMS

An on-screen options menu and on-screen and mechanical accounting come on this game with several game options and poker options. Anti-static protection is built-in along with anti-cheating mechanisms.



Top Draw
SMS

Features include dual bonuses (super/random), Jacks or Aces minimum win, all or half play Hi-Lo, and a skill stop option. It comes complete or as an upgrade kit for other games with similar PCB configurations.

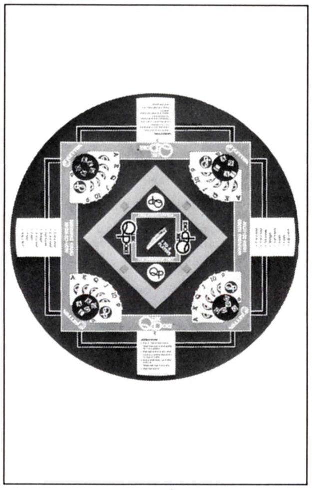
COUNTERTOPS

Keno
SMS

This is the game of Keno as it is played in Las Vegas. Players pick one to 10 spots and the game calls 20 numbers out of 80.

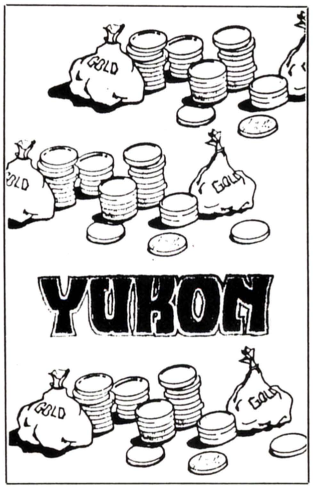
Wild One
SMS

This game features five card Joker Poker with a double-up feature. Originally produced by IGT, the game is now manufactured in its original form by SMS.



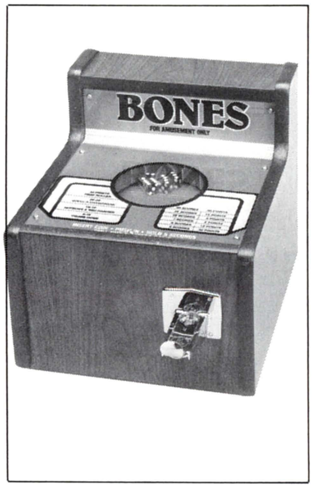
Quik Poke
Valley Recreation

Cards and dice appear on the playfield of this new electro-mechanical game available as a cocktail table or on a pedestal base. One to four players can play for one quarter; operators can adjust the timer. Play Hi-Lo or Liar's Poker.



Yukon
Exidy

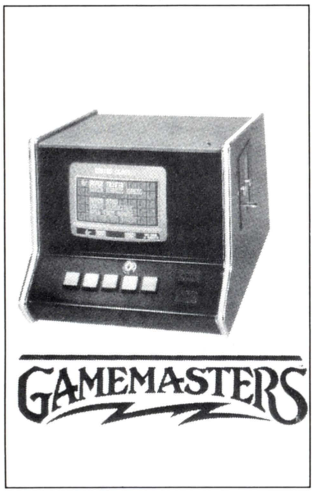
An Old West-themed poker game that plays like *Showdown* without the gunfight at the end. A six-button universal, it also comes as dedicated upright or conversion. The game offers ticket dispensing and token features.



Bones
Gamemasters

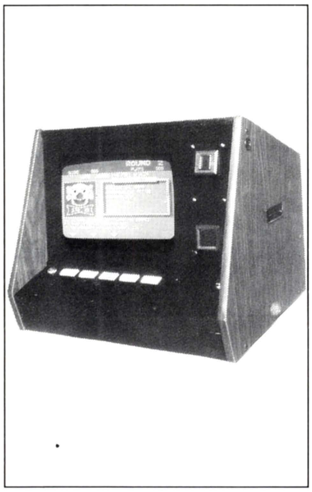
This amusement-only dice comes in a woodgrain cabinet and measures 16 inches wide by nine inches high by 15 inches deep. A point system gives High Roller 30, Steak & Champagne 20-29, Hot Dogs and Red Daggar 15-19, and Thumb Home 5-15.

COUNTERTOPS



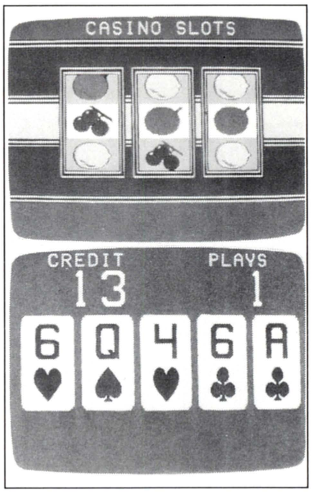
Casino Classic
Gamemasters

Seven proven games are offered in this unit. There are over five trivia categories with over 5,000 questions. The cabinet features solid cabinet construction, the Aschi Seiko coin mechanism, and optional keyboard for location advertising.



Big Joke
Grayhound

An amusing video available as upright, countertop, cocktail, or complete conversion kit. Joke categories are customized for a location and there are a large selection of game play options. It can accommodate horizontal or vertical monitors.



Casino Games
Grayhound

Also available as an upright, this game offers Joker Poker, Black Jack, Casino Slots, Rolling Bones, Horse Racing, and many more games. A $1/$5 bill acceptor is optional.

Video Trivia
Grayhound

Choose from countertop, upright, and cocktail models with categories as diverse as science, music, comics, sports, TV M.A.S.H., Hollywood, cartoons, TV soaps, general knowledge, and more. A game for one or two players.

BullsEye
Merit Industries

One of the Genie Games, it offers two games in one unit with 301 Exacta and Hi-Score. One or two players use skill and strategy to master the game. Features: swivel base, security hasp, snap-in game boards.

Four Score
Four Score

Four Score
Merit Industries

The newest Genie Game, it challenges players to connect dots in several specified patterns. Two players can compete with each other or one player can match his/her skill with Quatro, the computer.

Pit Boss II
Merit Industries

A follow-up to the successful *Pit Boss,* it offers 10 games in one, including Super Joker Poker, Super Stud, Off To The Races, updated trivia categories by decade, and Super Phraze Craze and Scramble.

Pitter Pattern

Pitter Pattern
Merit Industries

This unique memory teaser in the Genie Series asks players to watch the dots and remember the patterns, then repeat them. The chance to beat the computer keeps players returning. It's for one or two players.

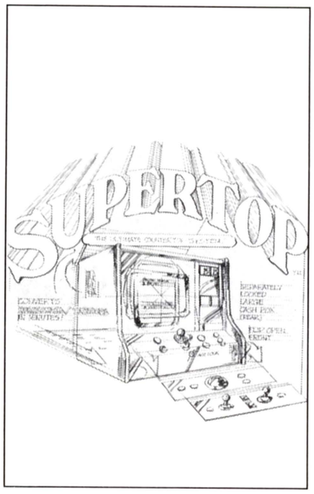
SCRAMBLE
UNSCRAMBLE WORDS

Scramble
Merit Industries

A fast-paced word game, this Genie Game offers built-in skill levels to challenge all players. As with all Genie Games, this one is compact, has a swivel base, and can be shipped via UPS.

Super Pit Boss
Merit Industries

Have 11 games in one with this countertop, including Bonus Black Jack and Roll Them Bones. Available in both nine-inch and 13-inch models, it has a swivel base, security hasp, and large cashbox. Kits are also available.



Universal Super Top
Merit Industries

A generic countertop that can accept other kits on the market. It provides easy access to change the monitor from vertical to horizontal. Dimensions of the cabinet are 21.75 inches deep by 20.50 inches high by 22.75 inches wide.

TURBO POKER

Turbo Poker II
Micro Mfg.

Also available in an upright version, this game offers raise after deal, bonus jackpot, hi-lo bonus hand, extra cards, low pairs win, and automatic draw, deal, and bet. Skill points are awarded for 15 different poker hands.

Nintendo
PlayChoice

PlayChoice CounterTop
Nintendo

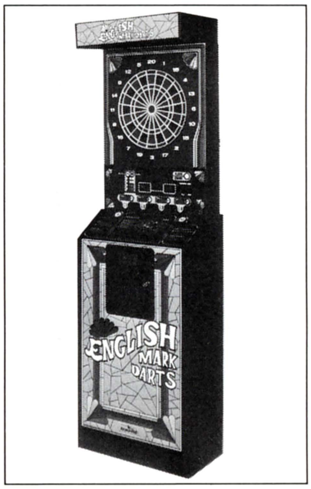
The versatility of the *PlayChoice 10* concept in a five-game or 10-game option allowing easy software changes. There are over 25 game choices in the library. The cabinet has button and joystick controls for two players.

Pick 'N Play
Status Games

A multi-game kit with 12 games in one, a Status System 1 update that converts existing Status uprights and countertops; comes universal horizontal kit or dedicated countertop with vintage games and all new features and graphics.

Super Duper Casino
U.S. Games

Fifteen games in one; 10 available at a time. The AutoSelect software determines the least-played game, then brings another into play; the AutoAdjust evaluates play and makes skill-level adjustments. It comes full and mini upright, nine- or 13-inch countertop.



English Mark Darts 4500
Arachnid

This dart game has durable Lexan top and bottom panels, along with a touchswitch front panel. Competitors can play four popular games on either 25- or 50-cent play. The maintenance has been simplified, with faster bulb changes from the back and fewer electrical components.

For the Dartsharks in your Locations

Arachnid, Inc. introduces the Master 7™ - an all new sophisticated English Mark Darts designed for the master level player. The Master 7™ features 7 new games in addition to two master's favorites, 301 double in/double out and 701 double out. This game also boasts a switchable inner bullseye and the all new league slot. The Master 7™ is available as a kit for your 6000 or 6000 Plus.

Attractive Screen Graphics

New League Slot™

Colorful Decals

Optional Bill Validator w/ Stacker

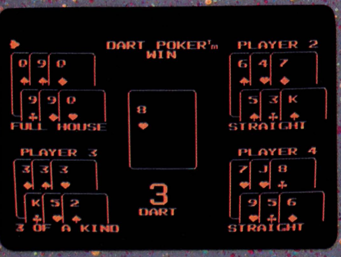
All the Benefits of the Super 6 Plus™

Auxiliary Television Hookup

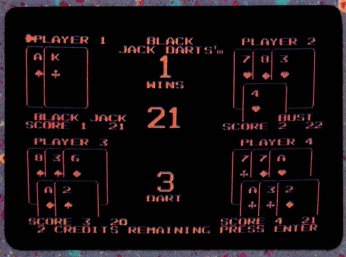
Available in kit form for 6000 or 6000 Plus

Timeless Games Now Available in English Mark Darts

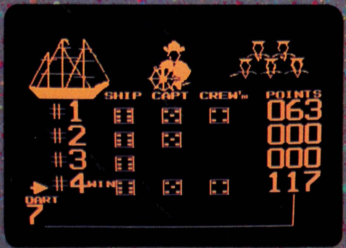
ENGLISH MARK DARTS


DART POKER™
WIN
PLAYER 2
FULL HOUSE
STRAIGHT
PLAYER 3
PLAYER 4
3
DART
3 OF A KIND
STRAIGHT

Poker Darts™


PLAYER 1
BLACK JACK DARTS™
PLAYER 2
1
WINS
BLACK JACK
SCORE 1 21
21
SCORE 2 BUST 22
PLAYER 3
PLAYER 4
3
DART
SCORE 3 20
SCORE 4 21
2 CREDITS REMAINING PRESS ENTER

Black Jack Darts™


SHIP
CAPT
CREW™
POINTS
#1
063
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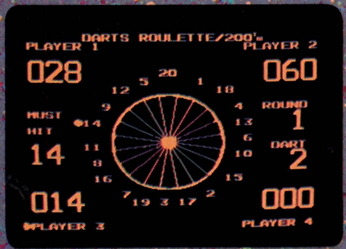
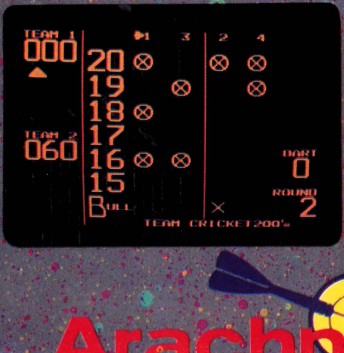
000
#3
000
#4
WIN
117
DART
7

Ship - Captain - Crew Darts™

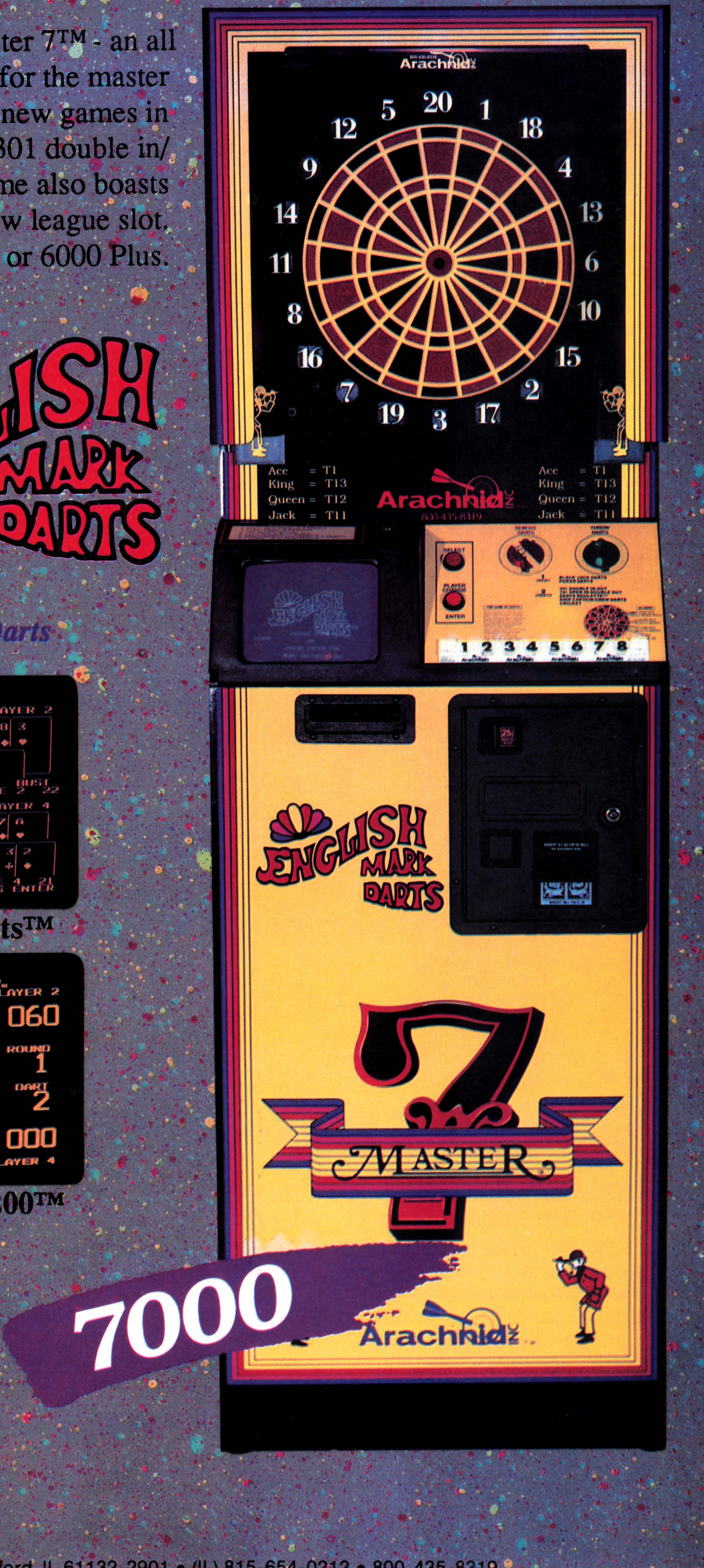

DARTS ROULETTE/200™
PLAYER 1
PLAYER 2
028
060
ROUND
1
MUST HIT
14
DART
2
014
000
PLAYER 3
PLAYER 4

Darts Roulette 200™


TEAM 1
000
TEAM 2
060
20
19
18
17
16
15
BULL
DART
0
ROUND
2
TEAM CRICKET200™

Three Games of Cricket

- **Regular Cricket (2 to 4 Individual Players)**
- **Cut-Throat Cricket**
- **Team Cricket**

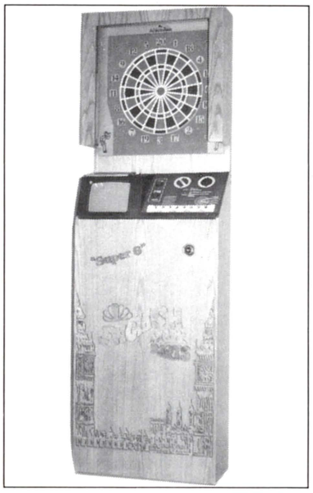

Arachnid
Ace = T1
King = T13
Queen = T12
Jack = T11
800-435-8319
ENGLISH MARK DARTS
MASTER
7000

Arachnid INC™ P.O. Box 2901 • Rockford, IL 61132-2901 • (IL) 815-654-0212 • 800-435-8319

English Mark Darts
Master
Arachnid

Master 7
Arachnid

This English Mark Darts design is for master level players, offering seven new games and three old favorites. The new games are Poker Darts, Black Jack Darts, Ship-Captain-Crew Darts, Darts Roulette 200, and three games of Cricket. *Master 7* is available as a kit for the *6000* or *6000 Plus*.



Oak Cabinet Super 6
Arachnid

Arachnid designed an elegant oak cabinet for this dart game. The "English Mark Darts" logo has been translated to laser art, and the oak cabinet has been stained and varnished to a golden finish. Above the monitor is a game list. Other features include a TV hookup and a Coin Credit Card.

"Super 6"
English Mark Darts

Super 6
Arachnid

This version of English Mark Darts comes with a nine-inch video monitor. Replacing an LED allows for more elaborate scorekeeping. Cricket and Baseball strategy games have been added to *Super 6*, and there's a choice of either 25- or 50-cent games.

Arachnid INC
The Originator of Electronic Darts

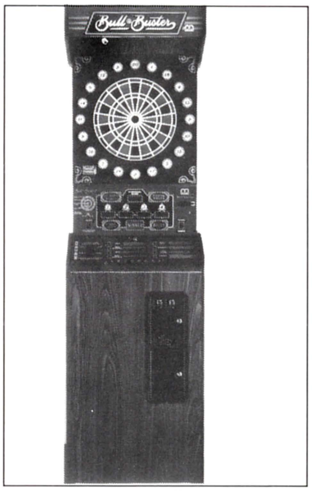
Model 6300 Super 6 Plus II
Arachnid

This new model offers three new Cricket games for two, three, or four players, as well as a switchable double bullseye. Standard features include the Arachnid Web, Spider Writer, League Slot, variable price switching, auxiliary television hookup, and accumulating credits. The League Slot allows team captains to insert league sheets inside the game after the matches are over. Conversion update kits are also available; they provide an economical way for operators to improve profits by transforming other English Mark Darts games into the *Super 6 Plus II*.

Bull Buster

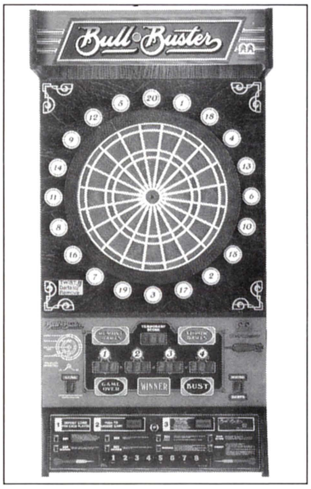
Bull Buster Deluxe
Merit Industries

Cricket and Baseball are included in this deluxe model. There's a bright, overhead display and the availability of output for a remote video monitor. A catch ring saves dart tips and improves players' shooting. Operator features include dual coin mechs and a large cash box.



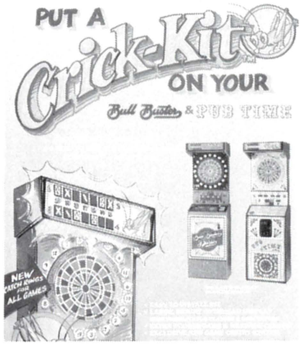
Bull Buster Standard
Merit Industries

This model offers complete front access to boards, bulbs and displays. Among the popular games featured are 301, 301 Masters, 301 Double In/Double Out, High Score, Baseball, Shanghai, 501, and 501 Masters. The cabinet is all-formica, and the target is bright and non-glare.



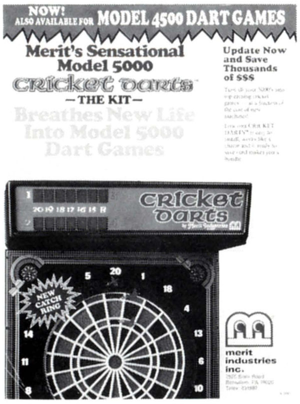
Bull Buster Wall Mount
Merit Industries

The sturdy mounting comes with a standard bracket; having no bulky base unit allows you to save space. The front door swings out, and there are dual coin slots and a built-in cash box. An overhead display is utilized for games with cricket, along with video output for remote spectator viewing.



Crick-Kit
Merit Industries

This easily-installed kit allows operators to add Cricket and Baseball to all *Bull Buster* and *Pub Time Darts*. There's an extra scoreboard and message center, as well as an exclusive game credit system. The overhead display is large and bright.



NOW! ALSO AVAILABLE FOR MODEL 4500 DART GAMES

Merit's Sensational Model 5000

CRICKET DARTS

— THE KIT —

Breathes New Life Into Model 5000 Dart Games

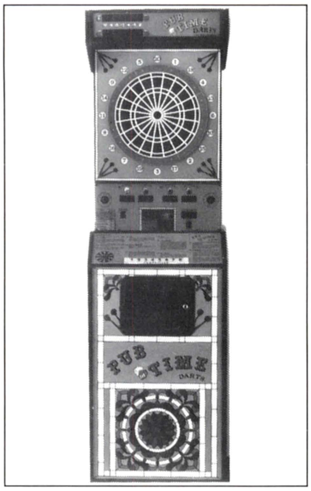
Update Now and Save Thousands of $$$

merit industries inc.

NEW CATCH RING
cricket darts

Crick-Kit 4500 and 5000
Merit Industries

This kit "breathes new life" into both Model 4500 and Model 5000 dart games. They can be turned into Cricket games at a fraction of the cost of new machines. It's quick and easy to install.



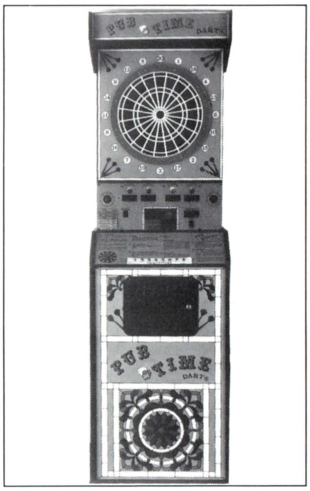
Pub Time Deluxe
Merit Industries

There's eight popular games, including 301, 501, Double In/Double Out, High Score, and Double Bullseye Cricket. Among the features are a simple hookup to any TV, the ability to program custom messages, an exclusive "Spin 'n Win," and red, yellow and black target colors.

PUB TIME PREMIER

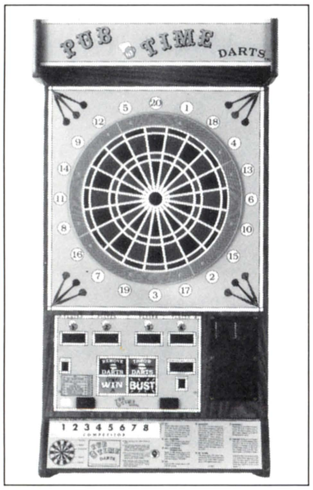
Pub Time Premier Video Darts
Merit Industries

Dart operators are given a choice of target colors and cabinet decor; there's the popular standards and new red, black, green and beige targets. Other features include half-hour timed play, a 30-game built-in library, an exclusive "Stat-Pak" statistics display, a cabinet with total front access, and a remote TV hookup for spectator viewing. Merit also offers an optional External Monitor Kit, a small circuit board that's mounted to the inside of an electronic dart game. It allows the hookup of the game to an external monitor in a location.



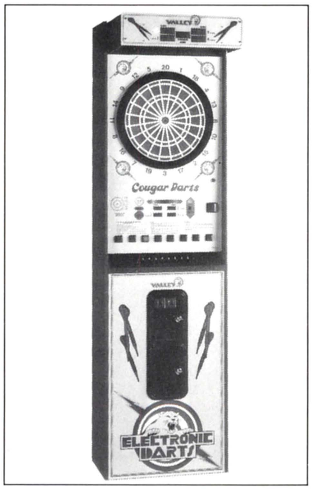
Pub Time Standard
Merit Industries

This model offers eight dart games. There's advanced electronics and an efficient, 18-inch fluorescent light. The dart board is durable, and the displays are larger and more visible.



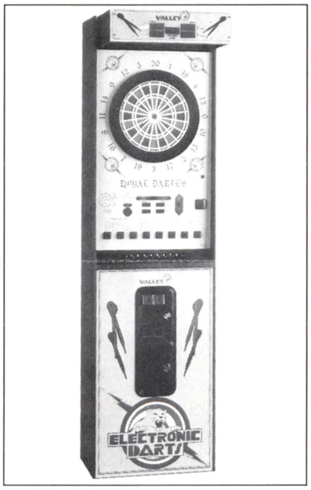
Pub Time Wall Mount
Merit Industries

This model features the convenience of easy installation with a sturdy wall mounting bracket that frees up valuable space. There's also Double Bullseye Cricket, a video interface processor that allows spectator viewing in crowded locations, and the exclusive target catch-ring.



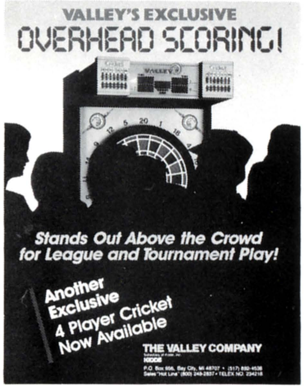
Cougar Darts
Valley Recreation

This model features a giant overhead, high-intensity LED player score display in team/league format. Other offerings include an automatic "one-dart-out" calculator and display, and American-sized target with double bullseye, 10 game selections, and a "Tru-Score" single high-speed micro-processor.



Royal Dartes
Valley Recreation

This model utilizes an international-sized target. A unique feature is the automatic instant advance to the next player position after three darts are thrown. There are 10 games to select from. The front side-hinged, locked service panel permits easy servicing. The target segments are fiber-filled nylon.



VALLEY'S EXCLUSIVE OVERHEAD SCORING!

Stands Out Above the Crowd for League and Tournament Play!

Another Exclusive 4 Player Cricket Now Available

THE VALLEY COMPANY

Four Player Cricket
Valley Recreation

This is an exclusive, four-player version of Cricket as an option for both *Cougar Darts* and *Royal Dartes*. The easily-installed kit allows one to four players to select either conventional or cut-throat Cricket. Valley also has the T60/30 Target, a thin-ribbed spider target that goes with all of their games as a retro-fit kit.

BUYER'S GUIDE INDEX

(companies are listed in alphabetical order)

A.C.S. Corp.
1339 Sassafras
Cincinnati, OH 45225
(513) 542-1000

Altec Mfg.
P.O. Box 20215
Reno, NV 89510
(800) 423-8779
(702) 323-2900

Amazing Games
925 N.W. 19th Suite A
Portland, OR 97209
(503) 222-3103

American Technos
10080 N. Wolfe Road
Cupertino, CA 95014
(408) 996-1877

Arachnid Inc.
6421 Material Ave.
Box 2901
Rockford, IL
61132-2901
(800) 435-8319
(815) 654-0212

Arcadia Systems
201 San Antonio Circle
Suite 263
Mountain View, CA
94041
(415) 949-5290

Atari Games
675 Sycamore Drive
Milpitas, CA 95035
(408) 434-3770

Bally/Midway
Midway Manufacturing
3401 N. California Ave.
Chicago, IL 60618
(312) 267-8435

Betson Enterprises
6 Empire Blvd.
Moonachie, NJ 07074
(800) 524-2342
(201) 440-2200

Capcom USA
1283-C Mountain View
Alviso Road
Sunnyvale, CA 94089
(408) 727-0400

Carson City Mfg.
8576 Hwy. 101
Shakopee, MN 53379
(612) 445-4500

Data East USA
470 Needles Drive
San Jose, CA 95112
(408) 286-7074

Data East Pinball
1990 Janice Ave.
Melrose Park, IL 60160
(800) 542-5377
(312) 345-7700

Drews Distributing
P.O. Box 632
Fairforest, SC 29336
(803) 574-0162

Dynamo Corp.
2525 Handley-
Ederville Road
Richland Hills, TX
76118
(800) 527-6054
(817) 589-7699

East Coast Design
700 Reading Ave.
P.O. Box 681
Hammonton, NJ 08037
(800) 777-5635
(609) 567-1700

Exidy Inc.
5122 Calle del Sol
Santa Clara, CA 95054
(408) 496-6466

Fabtek
13807 N.E. 48th Place
Bellevue, WA 98005
(206) 882-1093

Gamemasters
5555 Oakbrook
Parkway
Suite 240
Norcross, GA 30093
(800) 634-7746
(404) 662-5666

Gottlieb/Premier
Premier Technology
759 Industrial Drive
Bensenville, IL 60106
(312) 350-0400

Grayhound Electronics
Route 37 & Germania
Station Road
Toms River, NJ 08753
(800) 222-0491
(201) 341-5200

HTS Electronics
5460 Brooks St.
Montclair, CA 92763
(714) 984-8272

Jaleco USA
5617 W. Howard
Niles, IL 60648
(312) 647-7087

Juke Rock Systems
637 The Queensway
Unit 12
Peterborough, Ontario
Canada K9J7J6
(705) 748-9420

Konami Inc.
815 Mittel Drive
Wood Dale, IL 60191
(312) 595-1443

Kramer Mfg.
1100 Towbin Ave.
Lakewood, NJ 08701
(800) 631-2126
(201) 367-7810

The Leland Corp.
1841 Friendship Drive
El Cajon, CA 92020
(619) 562-7000

Maximum Marketing
301 Bennington
Suite E
Houston, TX 77022
(713) 695-4220

Merit Industries
P.O. Box 5004
2525 State Road
Bensalem, PA 19020
(800) 523-2760
(215) 639-4700

M.H. Associates Ltd.
4202 N. 14th Ave.
Fargo, ND 58102
(800) 843-5487
(701) 282-7877

Micro Mfg.
535 Old Nashville Hwy.
P.O. Box 1103
La Vergne, TN 37086
(800) 248-5487
(615) 793-5510

Nichibutsu USA
15737 Garfield
Unit 18
Paramount, CA 90723
(213) 408-0515

Nintendo of America
P.O. Box 957
4820 150th Ave. N.E.
Redmond, WA 98052
(800) 633-3236
(206) 882-2040

NSM/Loewen America
5207 N. Rose
Chicago, IL 60656
(312) 992-2280

Plateau Inc.
1 Plateau Lane
Tracy City, TN 37387
(800) 228-8974

Pro Circuitry
409 Utica St. #126
Huntington Beach, CA
92648
(714) 960-4789

Rock-Ola Mfg.
313 S. Rohlwing Road
Addison, IL 60101
(312) 629-9200

Romstar Inc.
22857 Lockness Ave.
Torrance, CA 90501
(213) 539-2744

Rowe International
75 Troy Hills Road
Whippany, NJ 07981
(800) 631-8132
(201) 887-0400

Seeburg Corp.
1105 Westwood Ave.
Addison, IL 60101
(312) 543-1270

Sega Enterprises USA
2149 Paragon Drive
San Jose, CA 95161
(408) 435-0294

Sonata Corp.
P.O. Box 22036
Mexico City, D.F.
14610
(905) 573-2413

SMS Mfg.
601 Prospect St.
Lakewood, NJ 08701
(800) 221-0138
(201) 370-3030

SNK Corp. of America
245 Sobrante Way
Sunnyvale, CA 94086
(408) 736-8844

Status Games
366 Stamm Road
Newington. CT 06111
(203) 666-1960

Summit Service
1396 Summit
St. Paul, MN 55105
(612) 645-9024

Sunsoft
925 A.E.C. Drive
Wood Dale, IL 60191
(312) 350-8800

Taito America
660 S. Wheeling Road
Wheeling, Il 60090
(312) 520-9280

Tecmo Inc.
18005 S. Adria
Maru Lane
Carson, CA 90746
(800) 338-0336
(213) 329-5880

U.S. Games
1346 Oakbrook Drive
Suite 110
Norcross, GA 3093
(800) HIT-GAME
(404) 441-2910

Valley Recreation
333 Morton St.
Bay City, MI 48706
(517) 892-4536

Videobox Networks
944 Park Ave.
New York, NY 10028
(212) 288-3190

Video Tech
750 E. Tallmadge Ave.
Akron, OH 44310
(216) 633-3124

Williams Electronics
3401 N. California Ave.
Chicago, IL 60618
(312) 267-2240

Wurlitzer
Jerry Reeves
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15

FRANK'S CRANKS

The best of ACME

by Frank ''The Crank'' Seninsky

It's now a few weeks since ACME in Reno and most of the new equipment that we saw (and ordered and received, but didn't pay for yet) has been on location earning some excellent numbers. Here are my feelings on the ''winners'':

Kits

Let's start with kits — what most operators look for first. Atari's *Tetris* may just be the best buy in coin-op today and one of the least expensive new kits around. It's earning good numbers both on the street and in arcades. Young adults, both men and women, are enjoying this challenging electronic puzzle game. Each week for the past four weeks *Tetris* collections have increased. The more you play it, the more you get ''hooked.'' It looks like *Tetris* is the *Arkanoid* of 1989.

Tecmo's *Ninja Gaiden* has been hot since I first saw it at AMOA. It ranks as the *Shinobi* of the year, and that game is still doing well.

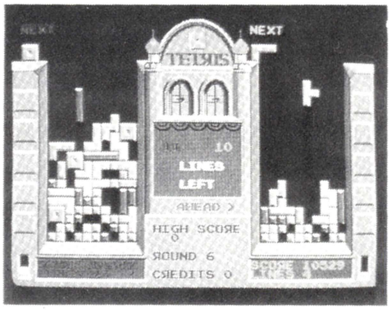
Each time I mention kits *Capcom Bowling* keeps getting my attention. In the last two weeks we ordered another six of them; they keep earning and earning. Don't pass over this great, inexpensive kit. Kids and adults continue to play it.

Bottom of the Ninth by Konami will be a great baseball kit with just a little bit of ''tweeking.'' We could all use another baseball kit to give us the long-lasting earning power that *World Series* gave us over the last few years.

Dedicated Video

Almost every coin-op person I've talked to agrees that Leland's *Super Off Road* is the best current dedicated video. That's three in a row for Leland, counting *Quarterback* and *Team Quarterback*. Part of the reason some operators are hanging in there is due to the earnings impact from these Leland games.

I'll call it a tie for second with Williams' *NARC* and Taito's *Operation Thunderbolt*. Both games are cranking and should help carry us through the summer.



A scene from Atari's kit, *Tetris*, that ''hooks'' players of all ages.

Leland's *Super Off Road* gets high marks in the dedicated video category.

Pinball

Jokerz! is doing much better on my route than I thought it would. I don't feel that it's in the same class as *Pinbot* and *Cyclone*, but current earnings put it right up there. I can't wait to get my hands on some *Earth Shaker* games from Williams, as it just plays terrific.

Many ACME attendees considered Data East's *Time Machine* the best pin at the show. All the pin manufacturers put out excellent games this time around. So many operators are experiencing declining video revenues that there may soon come a time when pinball again ranks in the most-profitable earnings class. If this does happen, I hope that pinball prices come down. They are just too high for the average operator to put in locations other than his top spots.

Sit-down Video

Atari's *Hard Drivin'* is getting all the attention, but I just can't afford the huge price tag. I wish I could; it's a great piece. Sega's *Turbo OutRun* is what we will purchase for our sit-down locations. The price is more realistic and it doesn't take up that much space.

Novelty

If you have a 10 foot by 10 foot area with high traffic, then Betson's *Big Hitter* golf game is well worth considering. It doesn't cost much more than a dedicated video (which does cost a lot). Vari-Tech's *Mini Pro Golf* caught my eye as a good choice if you don't have that much space. Golf is the fad now, and smart operators are thinking of creative ways to cash in on this new market. Operators are putting golf simulators into racquetball clubs.

Hollywood's *Freefall* is a different way to merchandise plush with a bat method that's all skill and little or no chance. Someone just needs to figure out how to keep the plush looking new after it has been banged around. Otherwise I really liked it. Just bring the price down.

Coin Pushers

I've been operating six-player pushers for years and have always praised Crompton products as the best. There were several one-player pushers shown, and each looked like a good way for operators to try their hand at pushers with a reasonable investment. The large pushers now cost $17,000-$20,000. In the single pusher category Betson has *Klondike*, Showcase has *Quicksilver*, Coin Concepts has *Rebounder*, and Gamemasters has *Sharpshooter*.

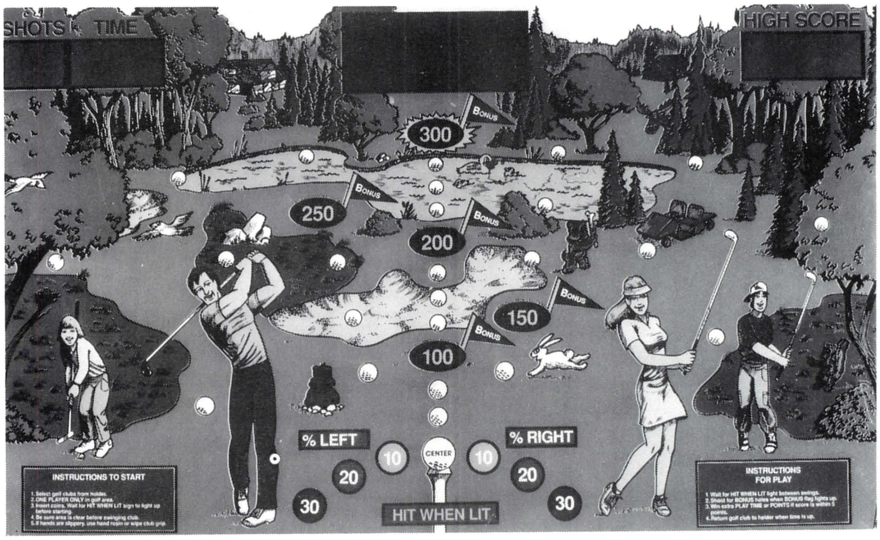
Cabinets

Believe it or not, besides the great seminars, checking out the cabinets was the most fun for me. Many operators are looking for a high-quality cabinet that will last five years, have a fair price tag ($650-$700), and easily convert for new games.

I give top honors to Plateau and its Angle System cabinet. Randy Fromm's article in the March issue (pgs. 121-122) covered the many positive features of this cabinet. Since that time, Plateau President Dave LeAnna informed me that: 1) the CPU board holder will be rotated 90 degrees, so if it loosens the board will not fall into the bottom of the cabinet, 2) the Hantarex monitor manuals are now in English, 3) there is a special plate for trackball mounting, and 4) Bill Johnston's button player layout to reduce player hand fatigue may be utilized (see StarTech Journal).

Operator's should also consider Jaleco's smaller wooden Lo-Pro cabinet that also has all the features operators want. Howie Rubin, president of Jaleco, designed this cabinet for the middle floor areas of arcades, and for street locations where a larger cabinet would not be appropriate. I feel there is a tremendous market for this type of cabinet.

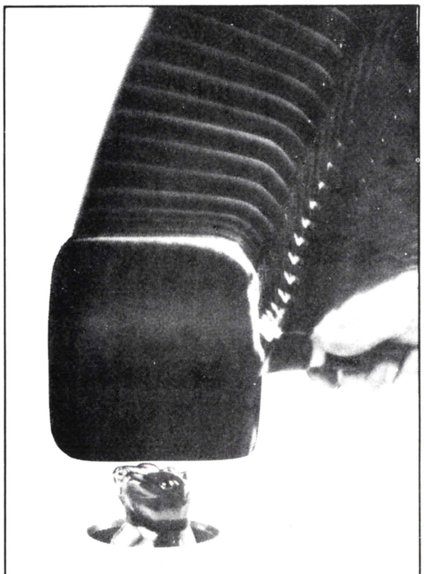
Word has it that Todd Erickson is also working on a cabinet. You can be sure it will be top notch (plywood) and that the price will be the lowest in the industry. I'll keep you glued!



Betson's *Big Hitter* follows the golf craze.

I really feel that in the near future operators will be working with high-grade system cabinets. Some are already. It makes perfect sense to change games on location by just changing the control panel drawer, the marquee, and rotating the monitor when necessary.

The AMOA Industry Standardization Committee is working in this direction so that all harnesses and connectors will be the same. Soon the big delivery trucks and pick-ups can spend most of their days at the shop while rotations are made from the trunk of your car. Operators will also



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Play Meter wishes to highlight the history of our beloved business with pictures and words in our upcoming July "Nostalgia" issue. Help us remember the best of times by sending in photos and stories from the past. We'll welcome reminiscences of that first location, that first game, that first collection, and that first truck with the company name on the side.

Send all material to Play Meter, P.O. Box 24970, New Orleans, LA 70184. Please put "Nostalgia Issue" on the envelope. We're looking forward to seeing the changing face of the coin-op business through the experiences of our readers.

have a built-in market for their used drawers (complete with game PCB and marquee) as they can swap with other operators or sell off their kits.

Food for thought

Charlie Roland of Richmond, Va., hit me with this one. Why was the four-player *Main Event* control panel designed for two right-handed players and two left-handed players? At first it seems that a four-player would be designed this way, but the cashbox and our own worn-out controls on the left side give us the real story.

Did any of your collectors ever tell you that most of the money in your *Main Event* is in the left coin bucket? Or that the left side controls are the ones that are always being repaired? Probably not.

The obvious reason is that the left side controls are laid out right-handed and the right side controls are laid out left-handed.

Left-handed people can and do easily adopt to playing video games right-handed, but right-handed people just don't, or can't, play well with left-handed controls. If all four *Main Event* stations were laid out right-handed, doesn't it make sense that the game would 1) have made much more money, 2) the right side controls would get as much wear as the left side, and 3) there would be more coins in the right coin bucket just as in all our games.

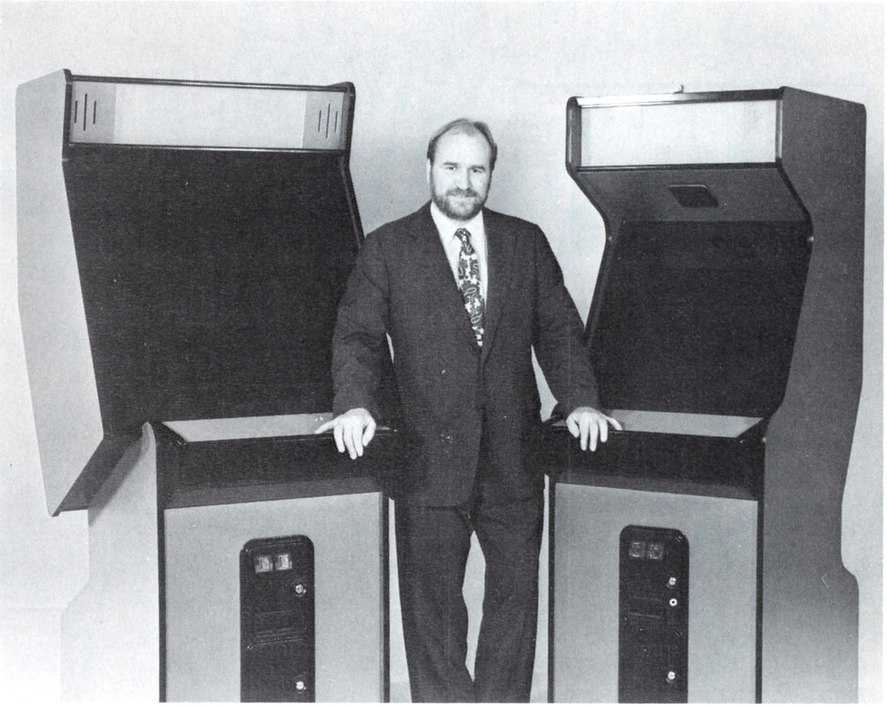
Cheers!

We applaud those manufacturers who have stated that they will release their videos as both kits and dedicated games (when appropriate) so operators will have a free choice. Williams is offering operators $100 toward any Williams product with the purchase of each *NARC*. Capcom is giving a cash trade-in on their system boards when you purchase their future software. Premier is taking pinball (or board) trades to be credited to the purchase of their new pin. If I've left any out, please let me know.

Industry Standardization

J S Sales has already made the standard power supply harness (nine-pin and three-pin snap and lock). Wico is also in the process of doing the same. Soon operators will be able to replace power supplies on location with the same time and effort as replacing a fuse!

As always, keep cranking! ☐



Top honors go to Plateau's Angle System cabinets, shown by Dave LeAnna.

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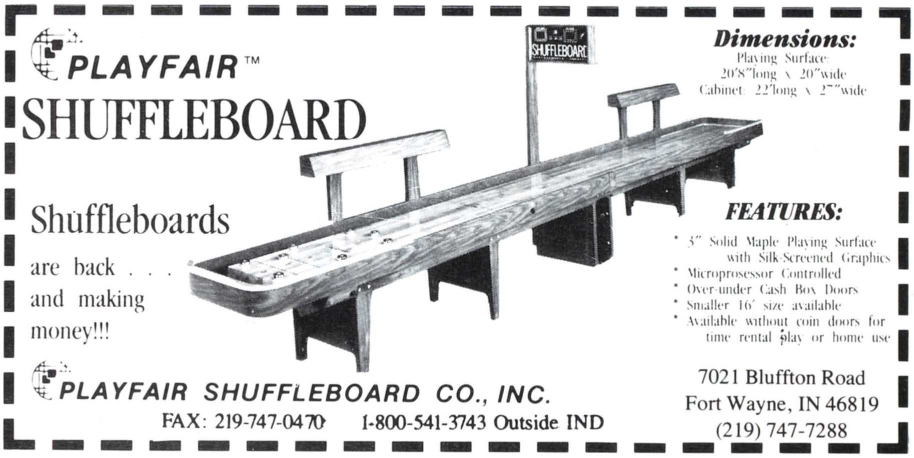

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Valley sponsors dart championships

The 3rd Annual Valley Electronic Dart World Championships were held in Las Vegas on Feb. 11, with players competing on an array of Valley *Cougar Darts*.

This year, as in the past two, the coveted prize for first place winners was the selection of a Team USA to compete in Germany for the World Trophy. That event, co-sponsored by NSM/Loewen and Valley Recreation, takes place in April. Cash awards and plaques were awarded to those players who didn't make the mixed team.

The winners in the various divisions were:

Men's A Division: 1st place: Dwayne Roewer of Crystal Lake, Ill; 2nd place: Mark Elcock of Mishawaka, Ind.; 3rd place: Erni Wicks of Hamilton, Mont.

Men's B Division: A complete coup for the men of Mishawaka, Ind. 1st place: Paul Murray, 2nd place: Paul Saros, 3rd place: Jim Degeeter.

Women's A Division: 1st place: Mary Margret McGrath of Springfield, Ill.; 2nd place: Ellen Rice of Peoria, Ariz.; 3rd place: Debbie Noll of Citrus Heights, Calif.

Women's B Division: 1st place: Stacy Rife of Salmon, Idaho; 2nd place: Vicki Sandner of Springfield, Ill.; 3rd place: Barb Marroni of South Bend, Ind.

The chairman for the event was Bill Nemgar of Salmon River Amusements in Salmon, Idaho. Members of the Valley staff who contributed to the success of the event were James Griffiths, Don DeVale, and Dave Kristal.

Commenting on the sport of electronic darts, Valley's President Chuck Milhem said, "We intend to make every effort to spread the sport throughout both the West and East by conducting events such as these. Our distributors in West Germany, the NSM/Loewen Group, are eager and highly qualified to conduct the inter-country championships in April. We know our Team USA players will conduct themselves with the usual high standard that we have come to expect with past teams."

Valley President Chuck Milhem (l) congratulates Dwayne Roewer, Men's A Division winner.

Milhem with the Women's A Division winner, Mary Margret McGrath.

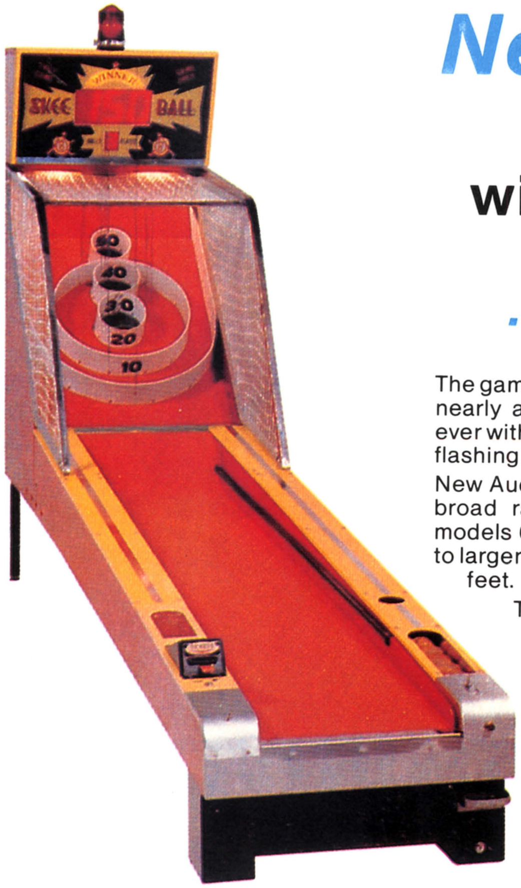
Dart players battle in River City Shoot-Out

Peoria, Ill., was the site for the recent 4th Annual River City Shoot-Out, an event sponsored by Owl Darts Inc. that attracted over 400 competitors. Forty-five Valley *Cougar Darts* games were in place throughout the tournament, which included open singles, cricket singles, women's mixed, and open doubles.

Players from the Midwest, South, and Eastern seaboard states turned out for this growing electronic darts tournament.

The tournament was well organized and well supported by the players. It provided a chance to sample the new Valley target that brings the game as close as possible to the original steel tip game. ☐

Wrestler Frank "The Tank" Melson threw darts at the tournament to help support the St. Jude Children's Fund.



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Two stops along Merit's World Series of Darts tour

Merit Industries' 1988-89 World Series of Darts competition, which began last October in California, made its way to Indianapolis, Ind., and Mt. Pleasant, Mich., on Jan. 27-29 and Feb. 24-26, respectively.

The Indy Darts Classic was held at the Best Western Airport Inn, with more than 250 players from Indiana, Illinois, Iowa, Wisconsin, and Kentucky participating. Throughout the weekend, one *Pub Time* dart machine was devoted to raising money for the National Kidney Foundation of Indiana; more than $650 was raised.

Indy Amusements co-sponsored and helped promote the tournament, along with participating distributor J&J. Mike Smythe of Indy Amusements was very pleased with the turnout and overall success of the tournament.

Meanwhile, the 2nd Annual Great Lakes Open was staged at Mt. Pleasant's Chippewa Lanes, a venue usually reserved for bowling. The tournament, co-sponsored by Terry Meier of Dolphin Coin Inc., drew nearly 100 players for the seven events. Many of the competitors were devoted steel tip darters, yet they were eager to test their skills on the electronic dart machines.

Merit officials said they were happy with the turnout at these two World Series of Darts stops and encourage participation at future events. ☐

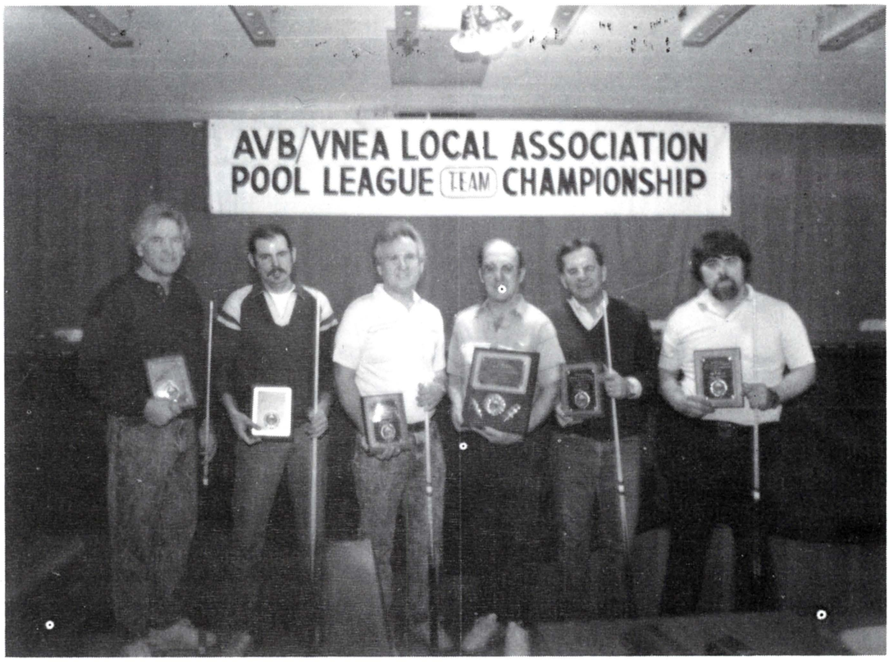
AVB/VNEA pool league players compete in Ohio

Over $4,300 in cash and prizes was up for grabs at the 4th Annual AVB/VNEA Local Pool League Team Championship in Ottawa, Ohio. The event, which was open to all teams in the A. Van Brackel & Sons league program, took place during the last two weekends in January and the first two weekends in February.

The tournament drew 190 teams and was divided into five divisions— Men's Divisions I, II, and III and Women's Divisions I and II. The format for the championship was call pocket 8-ball, no handicap and double elimination.

The top four finishing teams in Men's and Women's Division I earned spots in the prestigious Canadian/American Invitational, to be held in Fort Wayne, Ind., later this year. Here are the winners:

Men's Division I: 1st place: J.B. Shaker's #10 of Defiance, Ohio; 2nd place: J.B. Shaker's #9 of Defiance; 3rd place: Wagon Wheel #15 of Defiance; 4th place: Romies #1 of Ottawa, Ohio.



J.B. Shaker's #10, the winning team in Men's Division I. Pictured (l to r): Frank Bischoff, Arbin Aycock, Al Tennyson, Larry Long, Tom Zellers, and Ralph Grennay.

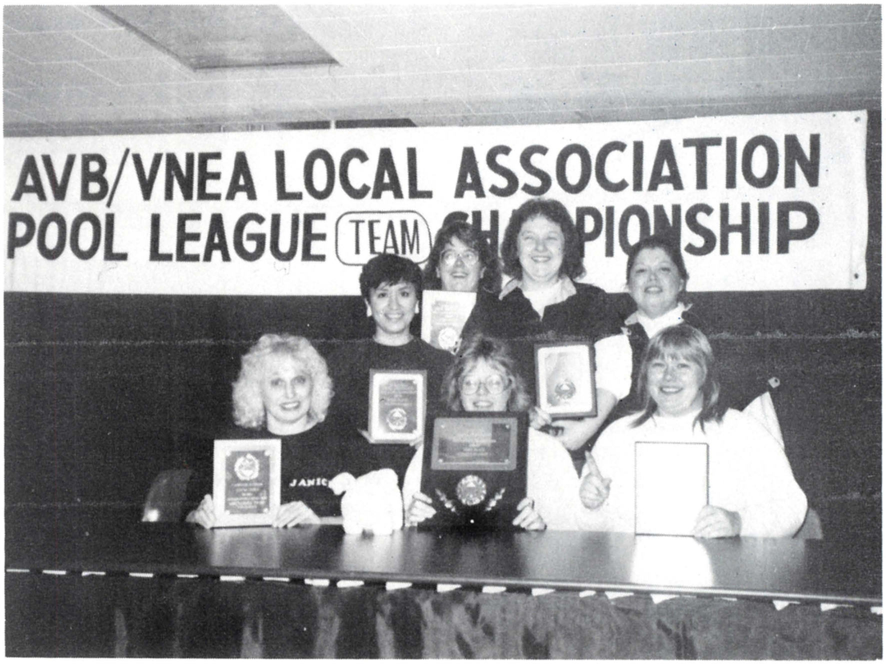
Women's Division I: 1st place: Wagon Wheel #2 of Defiance; 2nd place: J.B. Shaker's #4 of Defiance; 3rd place: J.B. Shaker's #1 of Defiance; 4th place: Tin Lizzy of Ottawa.

Men's Division II: 1st place: Norm's #2 of Lima, Ohio; 2nd place: Hideaway Cues of Findlay, Ohio; 3rd place: J.B. Shaker's #2 of Defiance.

Women's Division II: 1st place: Hitching Post #1 of Ottawa; J&L's #5 of Defiance; 3rd place: Hitching Post #2 of Ottawa.

Men's Division III: 1st place: Coachmen #8 of Carey, Ohio; 2nd place: Silver Dollar Cheapskates of Findlay; 3rd place: Bob & Luke's #6 of Hamler, Ohio.

Special thanks are extended to the players, tournament director Larry Snyder, and the AVB/VNEA board of directors, representatives, and committee members for all the time and effort that went into making this a popular annual event. ☐



Wagon Wheel #2, the winning team in Women's Division I. Pictured (front, l to r): Janice Ferrall, Toni Knipp, and Carrie Chapman; (back, l to r): Gloria Valle, Mary Hopkin, Dorothy Colbart, and Irene McCabe.

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Bullshooter IV tour stops in Dallas and Nashville

Arachnid's traveling dart tournament series, the $125,000 English Mark Dart Bullshooter IV World Challenge of Champions, made two successful stops in February.

In Nashville, the Music City Regional experienced the tour's largest turnout so far— 686 entrants— on Feb. 11-12. The event was co-sponsored by Sammons-Pennington of Nashville.

Robert Collier of Gadsden, Ala., took first place honors in the Pro Singles event. He also teamed with Wade Barlow of Birmingham, Ala., to capture second place in Open Doubles.

Carol Merriman of Indianapolis, Ind., won the Women's Singles event and Mixed Doubles (with partner Mark Turner). She also won third place in Women's Doubles (with partner Mary Beth Taylor) and sixth place in Mixed Cricket, again with Turner as her partner.

Meanwhile, the Dallas/Ft. Worth regional was held on Feb. 18-19; it was co-sponsored by Commercial Music.

Mike Self of Irving, Texas, came away as the tournament's big winner. He took first place honors in Pro Singles, Open Doubles (with partner Buck Thompson), and Mixed Cricket (with partner Melissa Leeder). Self also finished third in Mixed Doubles with Leeder.

Besides winning first prize in Open Doubles, Ft. Worth's Thompson took top honors in Open Singles and Cricket Singles. He also garnered second place in Mixed Doubles (with partner Becky Holsey). As for Women's Singles, Leeder of Haltom City, Texas, captured first place.

Both regionals were comprised of eight events. The top three finishers in each event were awarded cash prizes, trophies and qualifying certificates. The latter allows them entry into the Bullshooter finals, which will take place May 26-29 in Chicago at the Rosemont/O'Hare Exposition Center. There's a $35,000 payout included.

U.S. regionals yet to come include Bavaria, N.Y.; Lincoln, Neb.; Houston, Texas; and San Jose, Calif. Call Arachnid at (800) 435-8319 or (815) 654-0212 in Illinois for more information.

Mike Self (l) and Buck Thompson (r) with Arachnid's Dave Schultz (c).

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Program #2 Semiconductors — Approximately 30 minutes — $29.95

Semiconductors are electronic components like diodes and transistors. Many of the failures we encounter in electronic games can be traced to a semiconductor failure. This program covers the semiconductor components that are found in videogames and pinball machines. Topics include identification, testing and obtaining replacement components. This lesson is a **MUST** for the novice technician.

Program #3 Power Supplies Parts 1 & 2 — Approximately 60 minutes — $49.95

Power supplies are easy to understand and to repair. This two part lesson covers both power supplies and voltage regulator circuits in great detail. This program is a recommended prerequesite for those wishing to learn to repair videogame monitors as many monitor problems can be traced to failures in the monitor's power supply.

Program #4 Raster Scan Monitors — Approximately 60 minutes — $49.95

The popularity of conversion kits in today's operations means that videogame monitors must be kept operating longer than ever before. This lesson details the operation of monitors and outlines many of the common problems you can expect to encounter. Monitor safety is also covered in this lesson.

Program #5 The Digital Multimeter — Approximately 30 minutes — $29.95

The DMM is the single most important piece of test equipment you can use on your route. This lesson shows you how to use the DMM to make all of the tests and measurements necessary for repairing games. I believe this is the single most important program in the videotape training series.

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Repair log

by Randy Fromm

Capacitor failures are not uncommon in video game monitors. The interiors of most video games will get fairly warm while the games are in operation. The heat has a tendency to cause premature capacitor failure by drying the electrolyte that is part of the internal structure of the capacitor. The electrolyte in a capacitor is similar to the electrolyte paste that is inside of a dry cell battery (such as a flashlight battery).

Capacitor failures will often exhibit the same symptoms as battery failures. That is, like a leaky battery that has visible signs of electrolyte seeping out of its metal case, a bad capacitor may show signs of electrolyte leakage as well.

Whether a capacitor is suffering from dried or leaky electrolyte (or some other type of failure), a bad capacitor can be difficult to diagnose. Unlike resistors or semiconductors (diodes, transistors, etc.) that can be readily tested with a digital multimeter, capacitors cannot. Attempts to test capacitors with a multimeter will often produce results that can cause a defective capacitor to be mistakenly diagnosed as being good. The only sure-fire test is by using a capacitor tester (capacitance meter) or by replacement of the suspected component with one that is known to be good.

With that in mind, here is a capacitor failure that is showing up quite often in the Wells-Gardner 4900 series monitors.

Symptom: Picture is dark on the left side of the screen but bright on the right.

Repair: Capacitor C702 (10 Microfarad, 100 volt) must be replaced.

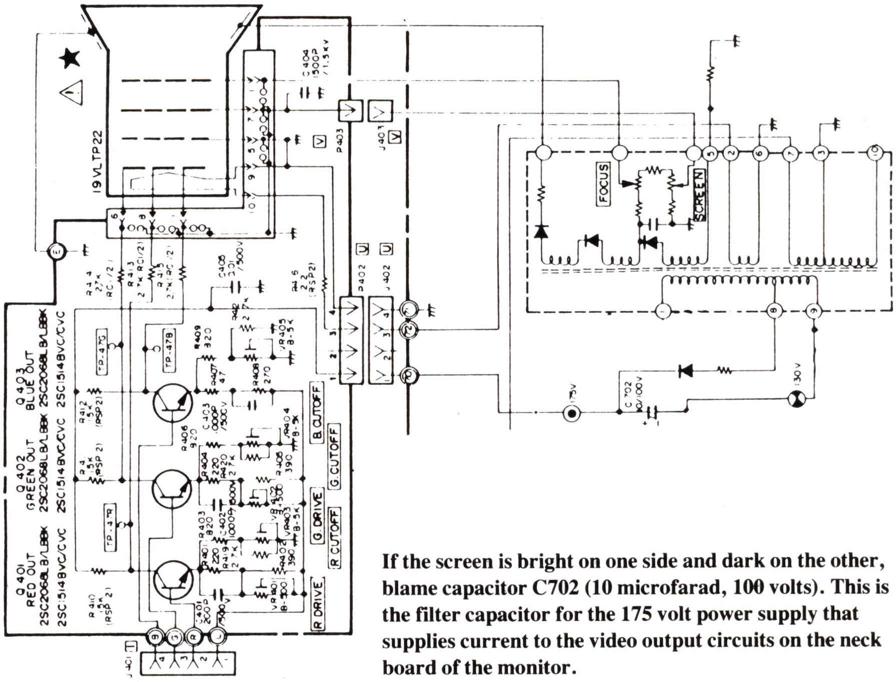
Comments: Capacitor C702 is used as the filter capacitor in the 175-volt power supply. This power supply provides the current to the video output circuit that is located on the "neck board" of the monitor. When the capacitor fails, it allows the 175-volt supply to drop in voltage which, in turn, causes the screen to brighten excessively.

A 100-volt capacitor in a 175-volt power supply? At first glance, it may look as though the engineers at Wells-Gardner made an obvious error in design. The voltage rating of a capacitor is an indication of the maximum voltage the component can tolerate without failing, and yet this 100-volt capacitor is used in a 175-volt power supply! How is this possible? A closer look at the schematic diagram of the 175-volt supply shows that while the positive terminal of C702 is indeed connected to the 175-volt output of the power supply, the negative terminal is not connected to ground (as is normally the case with power supply filter capacitors) but to the output of the 130-volt power supply! This means that there is actually only 45 volts across C702, well within its 100-volt maximum rating.

Why is C702 connected this way, and why does the failure of C702 cause the screen to become bright on one side and dark on the other? The answer lies in the way the picture tube itself (also known as the "cathode ray tube" or "CRT") operates. Applied to the inside of the thick, glass front of the picture tube is a substance known as "phosphor." The phosphor coating is made to glow by bombarding it with a stream of "electrons" that come from the "electron gun," which is housed within the "neck" of the CRT.

The electron gun is made to send out its stream of electrons by taking advantage of the most fundamental law of electronics— "opposite charges attract." Negatively charged electrons will always be attracted toward a positive charge. This is similar to the way the north pole of a magnet is attracted toward its opposite, the south pole.

Inside the electron gun there is a small metal plate called the "screen." The screen, also known as the screen "grid," has a hole in it through which the electrons can pass. The screen is connected to a positive voltage through the pins on the end of the CRT. The screen voltage may be anywhere from +500 to +1000 volts. (The screen voltage actually comes from the high voltage unit in the monitor



If the screen is bright on one side and dark on the other, blame capacitor C702 (10 microfarad, 100 volts). This is the filter capacitor for the 175 volt power supply that supplies current to the video output circuits on the neck board of the monitor.

and can be varied by adjusting the control marked "screen," which is generally located on or near the high voltage unit itself. The setting of the screen control determines the brightness of the display on the front of the picture tube.)

The electron gun also contains a metal plate known as the "cathode." The cathode is the part of the electron gun that actually emits the electrons that will eventually strike the front of the picture tube, causing the phosphor coating to glow.

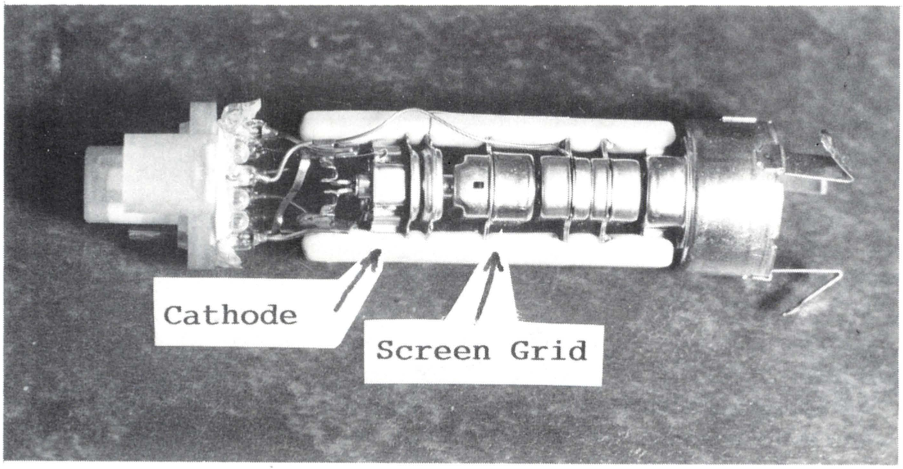
The cathode of the electron gun is connected to the 175-volt power supply and is physically located just behind the screen grid in the electron gun. Since the voltage of the screen is much higher than the voltage of the cathode, the negatively-charged electrons at the cathode are attracted toward the positive charge of the screen, where they pass through the hole in the metal plate and shoot out of the electron gun, striking the front of the screen.

So what does all of this have to do with the failure of C702 and the symptom of the picture being dark on the left side and bright on the right? Well, the greater the voltage difference between the screen and the cathode, the brighter the picture will be. Since the failure of C702 allows the cathode voltage to drop, the picture actually gets brighter as the stream of electrons moves from its starting point on the left side of the screen to the end of its travel on the right edge of the picture tube. It seems backward but, in fact, the lower the voltage at the cathode of the electron gun, the brighter the picture will be on the front of the screen.

So why is C702 connected with its negative terminal tied to the 130-volt power supply instead of ground? This was done to minimize any possible video problems caused by the introduction of voltage fluctuations in the 130-volt power supply. If the 130-volt power supply was to drop (due to a bad filter capacitor, for instance), the brightness of the picture might also drop due to the lowering of the voltage at the video amplifier circuit. By tying the 175-volt power supply to the 130-volt supply, this problem can be minimized to a great extent. Remember, although a drop in the 130-volt supply will cause a drop in brightness, a drop in the 175-volt supply will have just the opposite effect! By tying the two together, fluctuations in the 130-volt supply will be effectively canceled.

Unfortunately, when the monitor is turned off, the 175-volt power supply drops in voltage a split-second before the 130-volt supply does. This causes the polarity of the voltage across the capacitor to become momentarily reversed. This may lead to the premature failure of C702; there is nothing to be done about the design. Repeat occurrence of the failure of C702 may be minimized by replacing the capacitor with one of a higher voltage rating such as 250 volts instead of the 100-volt rating of the original capacitor.

[Randy wants to thank Amir Khezrnejat of Collins Music in South Carolina for his assistance in describing this problem.]



The electron gun assembly from a picture tube.

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Cabinets: a need for repair

by Mark Gavett

Now that you've easily installed all of your kits into cabinets that were in good or excellent condition, you may be considering some older game cabinets that may require more time and work to convert. Cabinets that have severe wood damage are not necessarily hard to repair, even if they are made of plywood or particle board. Restoring them, however, is time consuming.

A general rule of thumb: if a piece of wood is cracked or broken over 40 percent across its surface, the entire board should be replaced. Use your own judgment, because there are exceptions to this rule. But be realistic about the condition of the cabinet.

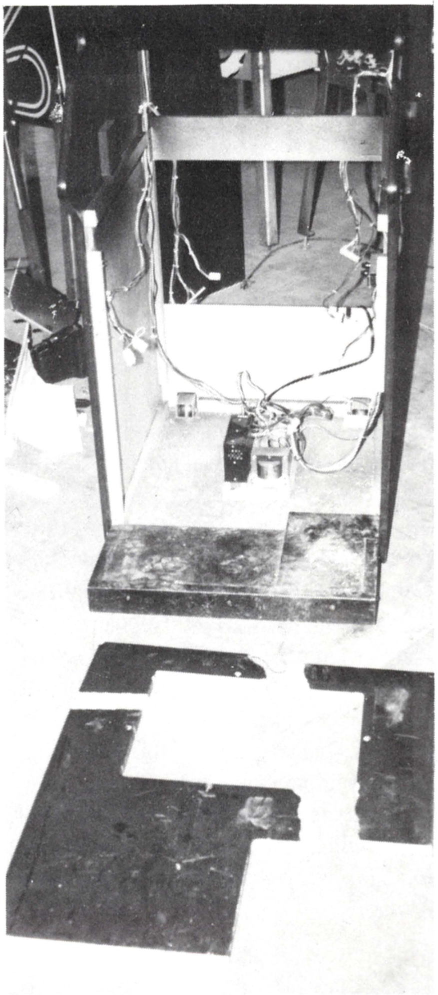
One cabinet I've seen problems with is Taito's *Double Dragon*. Severe damage is done to the front of the cabinet when coins jam in the front chute and the player kicks in the front of the cabinet. In all of the cases I've seen, the front of the cabinet had to be completely replaced.

We use 3/4-inch plywood finished on one side to complete all wood replacement jobs. On a project like a front replacement, take the control panel off and the monitor glass out. Remove the coin door assembly, and save all of the wood pieces that break loose or fall off.

There are two options in replacing the front of the cabinet. First, you can remove the front using a reciprocating saw. Cut along the inside wall on both sides of the cabinet. Now the front should be able to be slipped out and duplicated.

The second alternative is to make a template of the wood before you cut the front out. This should definitely be done if it looks like the front will not come out in one piece. After you have duplicated the wood pieces, hold them up and see if they fit in place. If they do, you must decide on the finishing process.

Will you just paint the wood, or will you formica the pieces? With the original cabinet, I recommend all formica; a painted front will not look very good. Don't worry if you've never done formica, because it's really easy.



A damaged cabinet front on a *Chase H.Q.*, ready to be copied and replaced.

After you've purchased a piece of formica large enough to cover your wood panel, use a router to cut the formica the right size. Spread an adhesive, such as weld wood or Hybond NF, on both the formica laminate and the wood. Allow the adhesive to set for five to 10 minutes.

When the glue is set it becomes very tacky. Lay the formica laminate onto the wood. Now use a rubber roller (or your hands) to rub the laminate down to the wood. This ensures that the glue will stick to both pieces and that most of the air pockets are removed. Set some wood or blocks (or some type of weight) on the piece for an hour or so to allow the glue to dry. Overnight drying is always best, but if the game must go out right away an hour is usually acceptable.

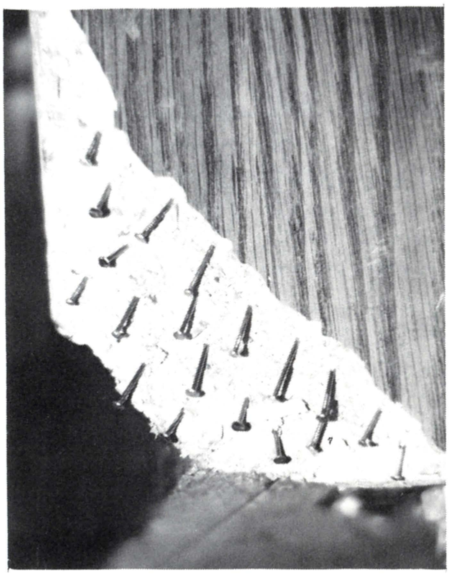
Now clamp the wood down so you can use a router to follow along the outside edge in a clockwise motion around the wood piece. Then use a drill to cut a hole in the middle of the cash door opening; this will allow you to set the router bit in the hole. Follow the wood to cut out the coin door opening. The formica is very hard and brittle, so be careful not to crack it.

Next, you are ready to assemble the front of the cabinet. But before you start, cut several corner blocks to help strengthen the corners of your cabinet. Set the front of the cabinet in place, using glue or structural adhesive to aid in the holding power. Run some screws into the corner braces that still exist. If there are none, use your new corner blocks. There should be at least six screws into the front and six into the cabinet side wall.

Finish assembling the cabinet by installing the coin door, monitor glass and control panel. Make sure the coin reactors work properly, because this is normally the reason you're doing all this work anyway.

Another problem area on cabinets is the particle board cabinet corners and edges. To repair corners, use several sizes of finishing nails or small-headed nails. Hammer them into the edge of the side panel, where the T-molding would fit. What you're doing is adding support inside the corner piece. (Be careful not to split the wood with too large or too many nails.)

Clean all of the loose chips of wood away from the work area. Next, cut a piece of cardboard to use as a form on



A cabinet corner made ready for a new Duraglass corner to be applied.

one side of the cabinet, usually the outside. Tape the cardboard to the cabinet, since it will be removed in just a little while. The cardboard provides a flat surface so that the plastic filler will not run or droop.

The next step is to mix up an ample supply of a product called Duraglass, which is similar to bondo plastic filler except that it has fiberglass in it. Duraglass is much stronger than bondo and in some cases even stronger than the original wood.

Fill in the missing corner. If the corner is quite large, you may have to do it in several applications. If you do repair it in more than one application, there are extra steps involved after the first application has hardened.

First, you must sand. Grind or file off the tacky surface. After you have cleaned all of the dust off, you are ready to apply another application. When you have built the surface up beyond the original, you can use a dual-action sander, belt sander, grinding disc or file to form or shape the corner. Get the material close to the finished shape.

You should do your finishing work with 320 grit sand paper. Clean the surface with a lacquer thinner, and paint or formica as desired. If this corner needs to have T-molding, use a bit made for a router that cuts a channel in the wood or a plastic filler. Keep the cut shallow because of your nails.

I recommend these products: Duraglass fiberglass-filled filler, made by U.S. Chemicals and Plastics, and Hy-bond 80 NF contact adhesive by Pierce and Stevens. They should be available at your local auto body supply store.

Cabinet repairs are not all that hard. Good luck on your craftsmanship.

Manufacturers and their cabinet problems

I have listed some cabinets and problems I have seen in each. I am not implying that these particular cabinets are the only ones with problems, nor am I suggesting any are inferior products. However, if you know a potential problem exists, you can take steps to correct it before placing the game on location. If

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any of you have fixed any particular problems on any type of cabinet, I would love to hear from you so we can share remedies with others.

Atari's *Pole Position* and *Pole Position II*: The monitor shelf may break loose, causing the monitor to slide back and break the neck off of the picture tube.

Atari's *Centipede, Dig Dug* and *Kangaroo*: This is an excellent cabinet, except for these minor problems: 1) The corners along the control panel may break loose; 2) The lower portion of the back, where the handle/vent is located, may break in half if used for a handle; and 3) The wood above the coin door and just below the control panel could crack if kicked.

Dynamo HS-4 and HS-1: If two joysticks are used on Model HS-4, the control panel may break loose. Also, there's not enough metal where the latches are. As for Model HS-1, if the back door is pushed inward it will usually break the picture tube and neck board. Also, the T-molding isn't protecting the bottom edge of the side panels, and all the front corners have been breaking off.

Williams' *Defender, Stargate, Joust* and *Robotron*: Very minor problems exist in this all-plywood cabinet. The control panel latches may pull out of the wood. If the back doors are full-length they may warp or flex, causing the interlock to go off. The bottom edge of the side panels may splinter.

Nintendo's *Popeye, Donkey Kong, Mario Bros., Punch Out, PlayChoice-10*, and *VS. System*: The complete bottom base may fall off these cabinets, starting with the piece that holds the wheels on. If you make a new two-by-four base you won't have any more troubles with the bottom. Almost all of the monitor plexes may be pushed in due to the small slivers of wood that support the plex. The fact that no glue was used may be a possible cause.

Taito's *Double Dragon, Chase H.Q.* and *Continental Circuit*: Some of these have been called "the disposable cabinets." On the *Double Dragon* cabinet the screws go right through the particle board. On early cabinets, the monitor was held in place with eight sheet metal screws from the back. You better look at these! One kick to the front and the wood snaps around the coin door. Hit the marquee glass and the fluorescent bulb bursts; kick the drawer and it caves in on to the circuit board.

On *Chase H.Q.* the housing around the gas pedal assembly may fall apart as if it had no glue on it. As for *Continental Circuit*, if you use the decorative hand grips to get out, you may get out in a hurry—on to the floor! And don't forget the dash that the driver may take home when it comes off in his hand.

Sega's *Super Hang-On*: The monitor shelves may break loose, allowing the monitor to bounce up and down over the hill. It's possible to break the neck off the tube.

Bally/Midway's *Ms. PacMan* and *Galaga*: Check the back doors of these games, as they break in half very easily. Use screws in the middle or relocate the interlock switch, because the door will flex and the game goes on and off.

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Gift items match jumbo cranes

by Bonnie Theard

With the rising popularity of jumbo cranes and redemption equipment comes an increase in the demand for attractive larger plush items. We've found some new and unusual ones that suit the jumbo cranes or can be used for trade-up prizes as well.

Hand puppets are a gift item back in vogue and appropriate for those big claws and those big eyes of experienced players.

Mardi Gras Plush brings us **Artiks**, a family of hand puppets that were demonstrated by ventriloquist Shari Lewis at the recent New York toy convention. These fuzzy-headed charmers include the Mama in pink and white, the Papa in blue and white, and a smaller baby hand puppet in all white. For more information, contact Mardi Gras Plush, (800) 443-9918 or (504) 837-7031.

Jim McVey's Crane Merchandise brings us **Tark the Shark**, a 14-inch gray plush shark hand puppet with his nâme embroidered on his back. Tark is available in the company's jumbo assortment or bulk pack by the dozen.

McVey also has a new super-soft **Puff Assortment** in his regular crane assortments or bulk pack by the dozen. These "softies" are multicolored animals with a smooth nylon outer shell. Pictured are the hippo, elephant, and bulldog. For more information, contact Jim McVey's Crane Merchandise, (800) 332-2431.

Quality Plush gives us two different families of **Couch Potatoes** to add a little humor to your cranes. They can best be described as Idaho-brown in color with little stubby arms and legs. After all, they have spent many hours before the television set. For more information, contact Quality Plush, (800) 458-4354 or (504) 833-8448.

Special Note: merchandise suppliers — remember to send your items for inclusion in upcoming columns. All suppliers are invited to participate and join in informing our readers of the latest choices in plush, jewelry, and other gift items. ☐

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TARK THE SHARK

Shared employees, rollovers, and other smart tax moves

by Irving L. Blackman

The tax bite keeps coming no matter what. But there are some wise moves that can blunt the effect of taxes on your family and business.

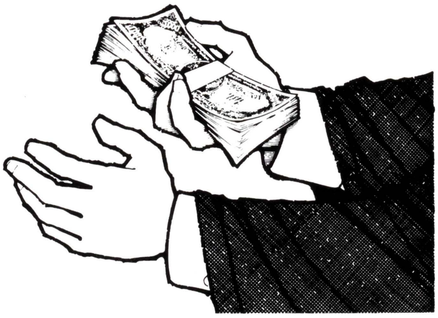
Save taxes when sharing employees

Many closely-held businesses operate with two (or more) corporations. Often, a number of key employees draw separate paychecks from more than one corporation. Does that describe your situation? If so, keep reading. You are about to save substantial payroll tax dollars.

Here's a true-to-life story of how it's done. Joe operated two corporations, which were conducted as separate businesses, and he was president of both companies. Also, the corporations shared the same controller, bookkeeper, and office manager. Each shared employee received two paychecks every payday, one from each corporation.

That made each employee subject to the maximum Social Security tax for each corporation. This was no problem for the bookkeeper, who earned less than the maximum wages subject to Social Security ($48,000 for 1989). The other three shared employees exceeded the Social Security wage base on their combined wages from the two corporations, but there was no relief from Social Security taxes for them. Why? Because each corporation is considered to be a separate employer under the Social Security laws.

Here's what was done to save taxes. Joe was advised to make the related corporations *a common paymaster* for the shared employees. Since the shared employees were now paid by only one of the corporations, that corporation was considered to be the only employer. By using a common paymaster, taxes were due only on the one-employer maximum. The rest of the wages escaped Social Security tax. Neat trick!



If you operate more than one business and share employees, you can save taxes, too. The common paymaster break is available to related corporations that have at least 50 percent common ownership, or where at least half of the officers of one corporation are also officers of the other corporations, or where at least 30 percent of the employees are shared employees.

Should you sell your business to your kids?

Sooner or later, every business must be transferred. Even the most hard-charging entrepreneur will ultimately be caught by either old age, the "I'm too tired to go on" feeling, or death. More than half of all successful businesses are transferred to the kids by the founder during his life. There are many methods of making a transfer, but hands down, the most common method is a simple sale of the business.

Let's follow the tax consequences to the family when a father (or mother) sells his business to his son (or daughter). And let's assume that the son will pay his dad the agreed amount over a period of years plus interest. Further assume that the price is the fair market value of the business and the interest is at the current market rate.

How does the son come out? He can't deduct the cost of the stock from his current income. Put another way: the son must earn money, pay the tax, and use the balance to pay his dad. Call this **TAX NUMBER ONE**. The interest, which is investment interest, can only be deducted to offset investment income. Electing S corporation status is usually a smart move. The interest is then deductible against any type of income, and corporate profits can be withdrawn, free of a dividend tax, to pay for the stock.

Does dad do any better? No! The interest is fully taxable as received. The profit on the sale of stock is a capital gain. Call this **TAX NUMBER TWO**. By reporting the sale using the installment method, dad may enjoy a better capital gains rate down the road. I think the capital gains rate is going to be reduced before long. When dad dies, the after-tax profit from the stock sale will be subject to the estate tax. Call this **TAX NUMBER THREE**.

That's right. The family can get clobbered for three taxes when a father sells his stock to his son. Before you make any kind of business transfer to your kids, make sure you get professional help. The entire transfer area offers opportunities but is mined with traps and exceptions.

Qualified plan payouts

For years you have watched your funds grow in a qualified pension or profit-sharing plan. Now you are about to receive your reward — a lump-sum payout. What are the tax consequences? As a general rule, the entire amount is taxable and is added to your other income for the year.

You can cut the tax bite significantly by computing the tax using a special averaging method. If you have reached age 59-1/2, five-year averaging is permitted. There is an exception: you can use 10-year averaging if you reached age 50 by Jan. 1, 1986. One warning: unless you are disabled, payouts taken prior to reaching age 59-1/2 are subject to a 10 percent early payout penalty.

> *''If you operate more than one business and share employees, you can save taxes.''*

Fortunately, there's a way to defer any tax and avoid the penalty trap: rollovers.

You can ''rollover'' all or any part of your lump-sum payment into an Individual Retirement Account (IRA). The amount rolled over is not subject to current tax, accumulates tax-free, and will be taxed only when funds are withdrawn. Delaying withdrawals until age 59-1/2 avoids the 10 percent penalty trap. The tradeoff: payouts from an IRA are never entitled to the benefits of averaging.

(Caution: To nail down the tax deferral, the rollover into the IRA must be made within 60 days from the date you receive the plan funds.)

Rollover into another plan. If you take a new job and your new employer's plan is allowed to accept rollovers, you can rollover your payout money tax-free. In addition to saving current tax, you save your right to averaging when you take a lump-sum payment after reaching age 59-1/2. Smart move.

A rollover into a separate IRA can buy you some time while you start a new business (or find a new job) that sets up a new qualified plan. The IRA can then be rolled over into a new plan. This reincarnates your right to averaging for a lump-sum payout at age 59-1/2.

Here are a few final points to consider. Once you reach age 70-1/2, you must begin to take annual withdrawals from your IRA or qualified plan based on life expectancy. Amounts that should have been taken, but were not, are subject to a 50 percent penalty. Finally, there is a new excise tax on excess payouts. Payments that exceed $150,000 in any one year or $750,000 in the case of a lump-sum payment are subject to a 15 percent tax on the excess.

Your folks as a dependent

When you were growing up, mom and dad took care of the kids. Often, time turns the tables and the kids are now taking care of both of the folks, or only one of them.

What are the tax consequences when the kids are supporting a parent? Suppose mom has about $1,000 a year in income, gets Social Security, and receives about 70 percent of her support from her three kids. Each of the kids contributes the same, an equal amount, each year. Since none of the kids give mom over half of her support, under the general rule, none of the kids can take mom as an exemption.

You can't share a deduction in such a case, but you can rotate the exemption among the kids by using a **multiple support agreement**. Just file Form 2120 and indicate which of the kids can take mom as an exemption. Another tax break is available to the child getting the exemption. That child can deduct the medical expenses he/she paid for mom.

Here's a tax-saving idea: have the child claiming the exemption pay *all* of mom's medical expenses for the year. The other kids would pay her nonmedical living expenses. Then switch places each year among the children.

> *''The entire transfer area offers opportunities but is mined with traps and exceptions.''*

To maximize the family benefit, there are two things you must remember. First, medical expenses are only deductible to the extent they exceed seven-and-a-half percent of adjusted gross income. Second, the benefit for exemptions phases out for high-income taxpayers and is completely lost if your income is high enough. Try to anticipate which of the children will get the most tax benefits by penciling out the expected results before the year starts.

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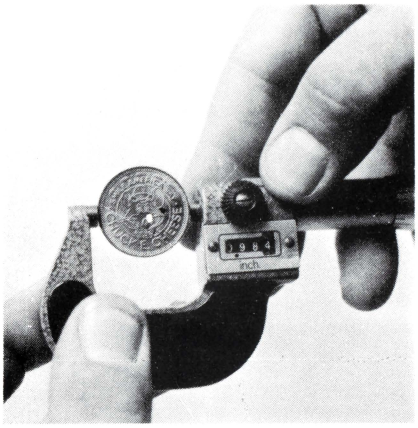

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NEW PRODUCTS

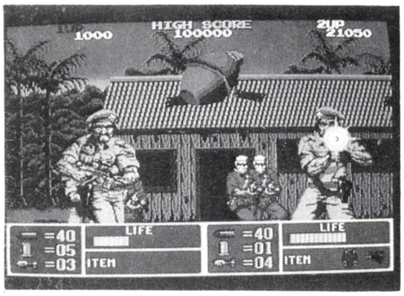
Operation Thunderbolt

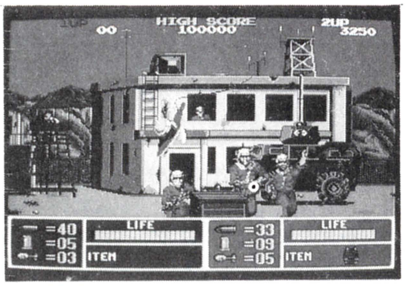
Taito takes players on a hostage rescue mission following the hijacking of a jumbo jet in it's newest dedicated video, *Operation Thunderbolt*.

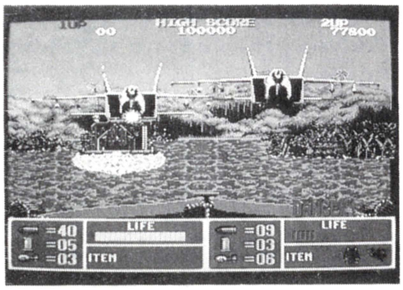
Game scenario: conduct a raid on enemy territory to thwart the Radical Freedom Fighters, collect additional ammunition, free hostages in hideouts and at headquarters, secure an escape route to the airport and once there, board the hijacked plane and free its pilot and remaining passenger-hostages. If the pilot is killed, the mission is termed a failure.

Action abounds in this two-player game that comes with a pair of authentic-looking Uzi machine guns mounted up front.

For more information, or distributor referral, write Taito America Corp., 660 S. Wheeling Road, Wheeling, IL 60090; (312) 520-9280.







Model 6300 Super 6 Plus II

Arachnid debuts the next generation of darts with its *Model 6300 Super 6 Plus II* that combines the benefits of the *Super 6* along with three new two- to four-player Cricket games, a switchable double bullseye, and convenient League Slot.

Included in the standard features are the Arachnid Web, Spider Writer, League Slot, variable price switch, accumulating credits, auxiliary television hookup, attention-grabbing decals, and more.

The Switchable Double Bull gives the operator the option of using the 25/50 point bull or keeping the same 50 point full target. When activated, it is used for the two credit or more difficult games only: 301 Double In/Double Out, 501, 701, and Cricket.

The League Slot allows team captains to insert league sheets inside the game after the evening matches are over. It is located on the front cabinet.

In addition to three new options when playing Cricket, the game offers 301 Open In/Open Out, Count-Up, Tic-Tac Darts, 301 Double In/Double Out, 501, and 701.

Conversion update kits are also available and provide an economical way to improve profits by transforming other English Mark Darts games into the new *Super 6 Plus II*. There are separate kits for *Model 4500, Model 5000, Super 6,* and *Model 6200 Super 6 Plus*.

For more information, or distributor referral, write Arachnid Inc., 6421 Material Ave., Rockford, IL 61132; (800) 435-8319 or (815) 654-0212

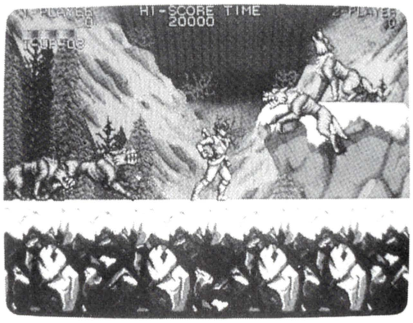
Strider

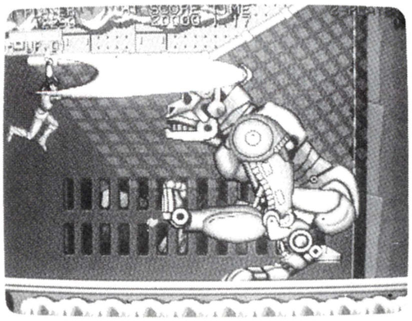
Capcom's latest kit, *Strider*, asks players to master the art of Ninjutsu and embark on a futuristic Ninja adventure set in the year 2048.

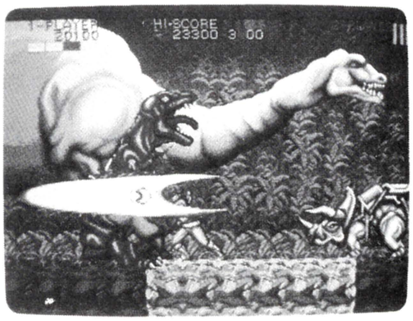
The hero, Strider, battles his way from "the rooftops of Moscow through the jungles of the Amazon." Among his secret moves are a unique acrobatic flip and superior climbing ability. All his efforts are needed to fight off wolves, dinosaurs, and enemies along the way in a future world rife with danger.

Strider features Capcom's exclusive Computer-aided Difficulty Adjustment that will automatically adjust to every player's skill level.

For more information, or distributor referral, write Capcom, 3303 Scott Blvd., Santa Clara, CA 95054; (408) 727-0400.







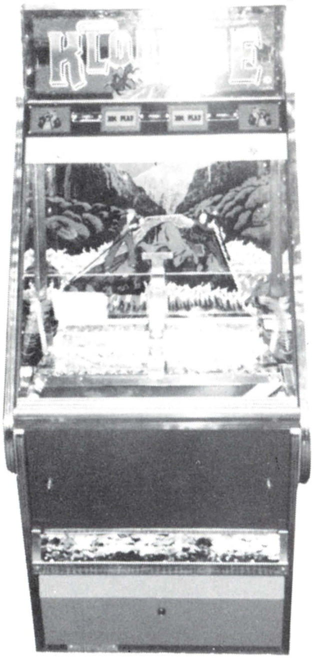
Klondike

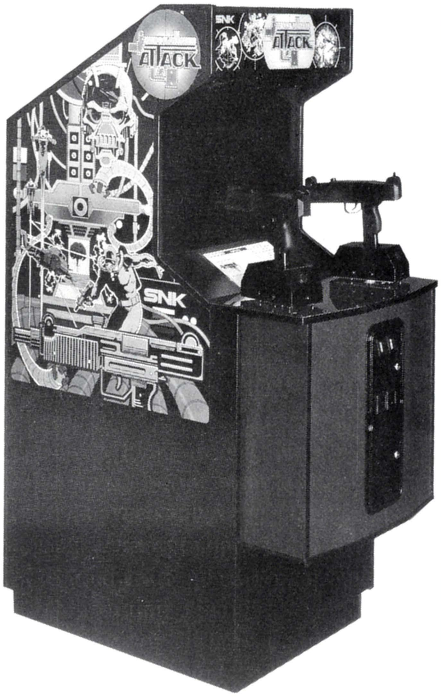
Betson Enterprises introduces a flashy one-player coin pusher in *Klondike,* a solidly-built game by Crompton.

Klondike measures 26 inches deep by 31 inches wide by 63 inches high, making it suitable for most any location. It's an excellent way to sample the benefits of a coin pusher before getting a multi-player model.

A skill-stop game, *Klondike* offers a token or ticket payout and a 10 token bonus feature. The cabinet is bright red, blue, and yellow with gold trim. The backglass features a colorful mountain view.

For more information, or distributor referral, write Betson Enterprises, 6 Empire Blvd., Moonachie, NJ 07074; (800) 524-2343 or (201) 440-2200.





Mechanized Attack

SNK takes a two-player combat action game and turns it into a high-tech shooting game with the dedicated video, *Mechanized Attack*.

A double set of realistic Uzi machine guns mounted on the front of the cabinet set the tone for the game. Grenade launchers are also at the disposal of the players.

Features include exciting 3D-like graphics that come alive on the 25-inch monitor, sliding drawer for easy access to electronic components, and an all-plywood cabinet that keeps the game on its feet. The cabinet measures 28.5 inches wide by 45 inches wide by 75 inches high.

For more information, or distributor referral, write SNK Corp. of America, 246 Sobrante Way, Sunnyvale, CA 94086; (408) 736-8844.

Freefall

Hollywood Merchandisers brings us something new in redemption equipment with its *Freefall*, a game that lets the players set their opportunity to win.

The game challenges players to bat prizes into the prize chute. The opening of that chute, and the number of chances they have to bat the flying prizes, is determined by the number of coins they put into the game.

Prizes capture the players attention since they are constantly moving (by conveyor belt). Controls are button and joystick. The game is self-loading and it comes with dual coin acceptor and bill acceptor; the cashbox holds up to $3,000.

For more information, or distributor referral, write Hollywood Merchandisers East Coast Office: 804 Lankershim Blvd., North Hollywood, CA 91606; (800) 992-2274. West Coast Office: 714 Third St., Altoona, PA 16601 (800) 537-7543.

Bay Route

Sunsoft introduces another kit with *Bay Route*, a game that delivers a frightening portrait of post-Armageddon destruction.

In the aftermath of a nuclear war, a group of survivors must battle an army of mutants and a crazed rebel force to rescue a maiden held hostage. The enemy is armored and capable of destroying the determined rescuers who must outwit and outmaneuver these evil forces.

The game has a two-player interactive format, plus buy-in and game continuation features. It is a horizontal monitor kit. Controls include two eight-way joysticks and three buttons for weapons select, fire, and jump. It will be available in late May.

For more information, or distributor referral, write Sunsoft, 925 A.E.C. Drive, Wood Dale, IL 60191; (312) 350-8800.

Gottlieb
«STEP RIGHT UP»

Hot Shots

The newest pinball from Gottlieb/Premier is *Hot Shots*, a carnival-themed game with all the bells and whistles associated with midway excitement.

In *Hot Shots*, players shoot the blue elephants, red cuckoo clocks, yellow chickens, and green frogs; challenge the teddy bear targets for Extra Ball and Special, and shoot the Hot Shot Jackpot Ramp for more action.

Calliope music adds to the game play as well as a Bonus Countdown "Freeze" feature. The photographic backglass has a real midway look and the playfield is dotted with bright reds, blues, yellows, and greens.

For more information, or distributor referral, write Premier Technology, 759 Industrial Drive, Bensenville, Il 60106; (312) 350-0400.

Excalibur

Summit Service introduces a unique plywood core universal cabinet, *Excalibur*, that will accept a 19-or 25-inch monitor and offers many special features.

The cabinet utilizes the standard 19-inch style control panel and marquee for interchangeability. There is a custom metal bracket system on the rear of the cabinet. The cabinet is a knock-down model and can be delivered via UPS.

There are lower runner assemblies that overlap the sides of the cabinet to hold the T-molding in place and transfer the load to the bottom and sides. Hand holes in the bottom front of the cabinet mean ease in moving the unit downstairs.

In addition, the control panel incorporates three latches for total security. The top rear filler panel is lowered to protect the rear neck of the tube from breakage. The cabinet also uses a power panel to mount all electrical components; it snaps out for ease of assembly.

For more information, write Summit Service, 1396 Summit, St. Paul, MN 55105; (612) 645-9024.

Tecmo Knight

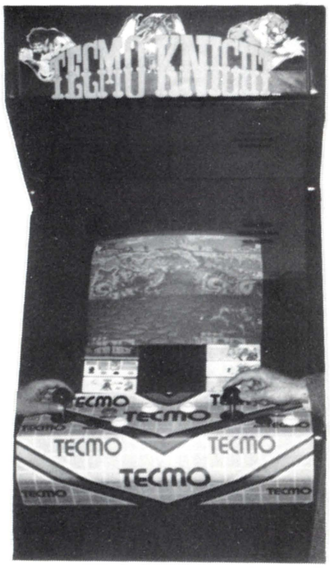
Tecmo introduces a fast-paced, horizontal-monitor video with *Tecmo Knight*, a game that has as its objective the re-taking of a castle.

The 3D-like graphics include these characters: Snake Lady, Bulldog Man, Turtle Man, and Flying Dragon. Play techniques range from ''neck spin and toss'' to ''access attack'' and ''spiked ball throw,'' plus more. There are five rounds of play and a buy-in feature.

The game is a one- or two-player interactive game with an eight-way joystick and attack, jump, and servant select buttons. Players gain power by collecting the skulls of defeated enemies and collecting the Summon the Dragon symbol that allows the player to ride an invincible dragon for a certain period of time.

At press time the game was slated for dedicated status but may debut as a kit.

For more information, or distributor referral, write Tecmo Inc., Victoria Business Park, 18005 S. Adria Maru Lane, Carson, CA 90746; (213) 329-5880.



Jumbo

Coin Concepts debuts a new toy vendor, *Jumbo*, that features a playful elephant who dispenses a variety of items.

Jumbo uses a vacuum system to pick up prizes with the character's trunk and place them in the prize chute. There is a voice attract play mode, double coin mechanism, and extra large coinbox. Jumbo's eyelashes flutter as he peeks out from behind palm trees.

The unit has a three-sided view of the large prize area. Bulk packages can be vended as well as items like superballs and other prizes suitable for youngsters.

Jumbo measures 20 inches wide by 20 inches deep by 64 inches tall. The game is manufactured by Glendale. Coin Concepts has exclusive distribution rights for the United States and Canada.

For more information, or distributor referral, write Coin Concepts Inc., 12 Edgeboro Road, Unit 4, East Brunswick, NJ 08816; (800) 462-COIN or (201) 390-9009.

Bottom of the Ninth

Just in time for the baseball season, Konami gives us realistic game play in the video kit *Bottom of the Ninth*.

Players can bat, pitch, and field and choose their team from among six major league baseball cities: Chicago, Los Angeles, Atlanta, New York, Boston, and Houston. When two players are competing, a split screen appears to show the viewpoint of both the batter and pitcher.

Bottom of the Ninth is a horizontal monitor game, two-player interactive, with buy-in and continuation features. Player controls include an eight-way joystick and two buttons.

The controls offer a wide variety of play options for pitching (fast ball to sinker), batting (angle the swing or bunt), and fielding (select the spot to make your play). As a special option the fielder can run to a base to make a play, or run down a baserunner.

For more information, or distributor referral, write Konami Inc., 815 Mittel Drive, Wood Dale, IL 60191; (312) 595-1443.

Turbo OutRun, Gain Ground, Wrestle War

A trio of new video releases come from Sega. At the top of the list is the dedicated driver, *Turbo OutRun*, and action kits *Gain Ground* and *Wrestle War*.

Turbo OutRun is available in a cockpit model and mini upright. Both models feature a 20-inch color monitor, deluxe steering wheel, turbo-boost button, foot brake, accelerator pedal, and two-speed shifter.

The cockpit model resembles an international sportscar in styling and feeling. Continuous play is offered on both models.

As players successfully complete each stage of the four-stage race across America, they select performance options like a high-performance engine, high-grip tires, or extra boost turbo charger. During the race they meet up with fickle girlfriends, good guys and bad guys, and blown engines.

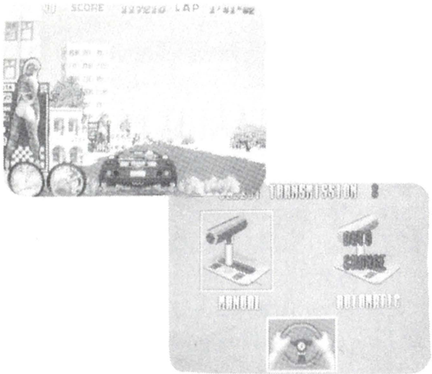
Gain Ground is a war action game set in battlefields of the past and future. It uses Sega's System 24 floppy disk system for stand-out graphics and horizontal high-resolution images.

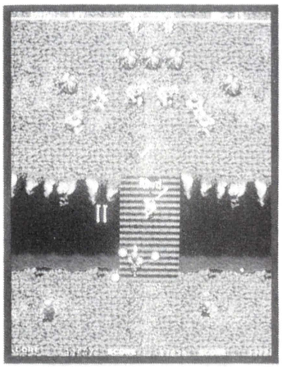
The game starts in the year 2348 and features action involving 20 different kinds of warriors. In the fighting scenes there are five different periods depicted, from Greek to Roman and into the future. The game has ten stages; to clear a stage, destroy all the enemies or move the warriors to the Exit. Controls include an eight-way joystick and two buttons.

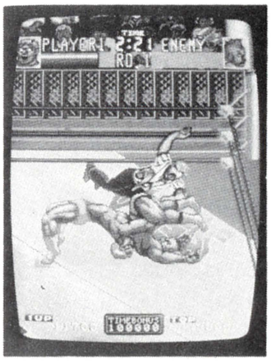
Wrestle War, another kit in the Sega line-up, has more player-controllable body slams, flying drop kicks, brain busters, and pile drivers than normally seen in professional wrestling.

Players utilize a motion control joystick, punch, and kick buttons to battle opponents. It is a one or two-player game that pits players against each other in three-minute, single-fall matches.

For more information, or distributor referral, write Sega Enterprises Inc. USA, 2149 Paragon Drive, San Jose, CA 95161; (408) 435-0201.





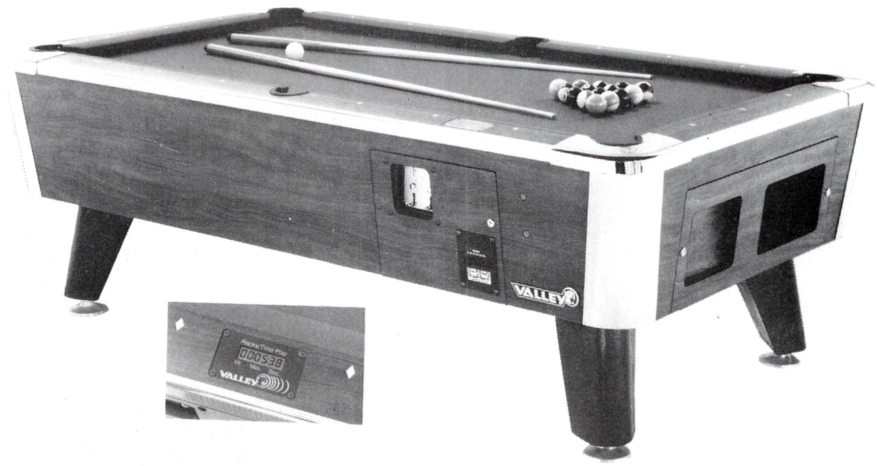


The Leopard

Valley Recreation Products has developed a new pool table, *The Leopard*, that can be preset for Rack Play, Time Play, or Rack/Time Play for full adjustability to suit particular locations.

When the game is set for Rack Play, the cost per rack or game can be from 50 cents up, in multiples of 25 cents. The number of racks accumulated shows on the LCD display. Time Play also has flexibility, and the table can be programmed for multiple pricing for Rack or Time Play on a daily or weekly basis.

The electronic system functions on eight alkaline-type batteries with a life at four to six months due to an energy-conserving "sleep" mode setting. All the table's functional components are housed in a unitized service drawer for easy repair or replacement.



Other features include reinforced fiberglass legs, imported Italian slate, and choice of 93-inch or 101-inch models. It has been designed for easy conversion to AC power for optional dollar bill acceptor and stacker.

For more information, or distributor referral, write Valley Recreation Products, 333 Morton St., Bay City, MI 48707; (800) 248-2837 or (517) 892-4536.

New Ziggy, Big Top Mini Pinball

Mayoni Enterprises reintroduces *Ziggy the Talking Clown* egg or capsule vendor, and broadens its line of vending machines with the addition of the *Big Top Mini Pinball* bulk vendor.

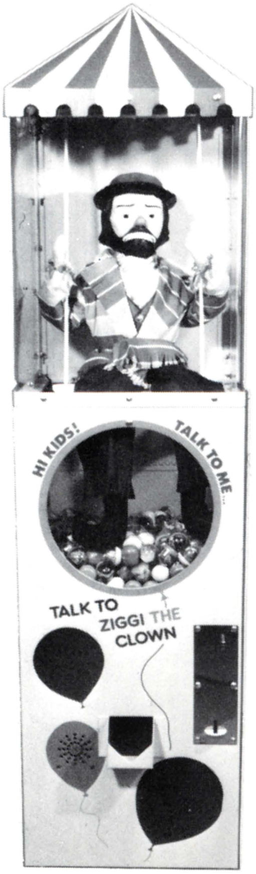
Ziggy the Talking Clown lists many impovements, including: increased product capacity, greater visibility due to no-obstruction wrap-around window, animated Ziggy figure, Coin Acceptors coin mechanism, added door for easy access in light bulb changes, and 22 other changes.

These improvements come in addition to the anti-jamming feature, the one-year warranty, and the game's ability to dispense any size capsule currently on the market.

Big Top Mini Pinball is a game/vendor targeted for youngsters from four to 15 years old. It has colorful artwork with a circus animal theme. With each quarter play, a customer receives a gum ball, V or one-inch capsule, and a pinball game.

Big Top Mini Pinball is mechanically operated; no electricity is needed. It has a high-capacity hopper that holds from 750 pieces in the V or one-inch capsules to 1,800 three-quarter-inch diameter gumballs. The cabinet is constructed of steel.

For more information, or distributor referral, write Mayoni Enterprises, 10340 Glenoaks Blvd., Pacoima, CA 91331; (800) 345-183 or (818) 899-2488.



FREE PRIZE WITH EVERY PLAY
BIG TOP MINI PINBALL

CLEAN SWEEP
PLAY TIL YOU WIN
WINNER EVERY TIME
INSERT $2.00

Clean Sweep Play Until You Win

Smart Industries adds to its line of *Clean Sweep* cranes a new unit with a ''play until you win'' feature. The game invites players to try their hand at retrieving a prize, and gives them all the time they require for a $2 cost per play.

This new *Clean Sweep* crane is outfitted with full-control joystick and small or large claws that are fully-adjustable to accommodate up to 12-inch plush prizes.

The game offers a choice of three skill game options, determined by the operator, based on the size of the claw and weight and size of prizes. Distributors or operators now have a choice of standard game play or the ''play until you win'' feature.

The game comes with Rowe $1/$5 bill acceptor and 525 stacker plus coin mech. This is a crane game with a vending feature appropriate for all locations.

For more information, or distributor referral, write Smart Industries Corp., Mfg., 1626 Delaware Ave., Des Moines, IA 50317; (800) 553-2442 or (515) 265-9900.

M.I.A.

Konami introduces a two-player interactive video kit for horizontal monitors with *M.I.A.* (Missing in Action), a rescue mission that takes players into a prison camp.

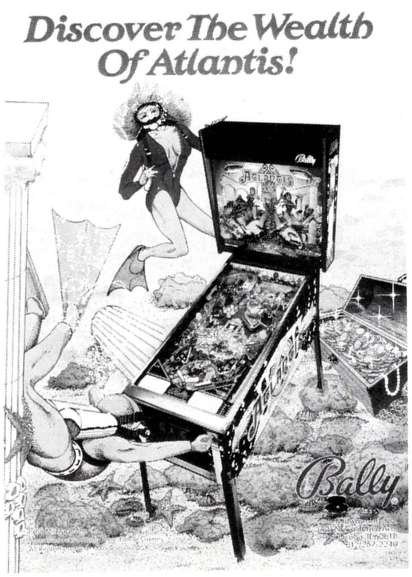
Players accept this mission from the President and fight their way through jungles, mountain ranges, and onto the enemy base. Land mines, hazardous bridges, and crumbling ruins complicate their journey.

On the enemy base there are other obstacles: tanks, helicopters, and planes with spinning propellers. Next, players travel to a railroad and freight area and through underground caverns to reach the prisons.

Controls include an eight-way joystick and three buttons: knife, power weapon, and weapon select. During game play they use hand grenades, machine guns, flamethrowers, and rocket launchers.

For more information, write Konami Inc., 815 Mittel Drive, Wood Dale, IL 60191; (312) 595-1443.

M.I.A.
MISSING IN ACTION


Discover The Wealth Of Atlantis!
Bally

Atlantis

Midway Mfg. offers players triple multi-ball rapid-fire submarine action in its newest Bally pinball, *Atlantis*.

An underwater theme makes for an interesting playfield dotted with sharks and other ocean inhabitants. The game features an exclusive animated submarine Scout that surfaces and fires players into triple multi-ball.

An Escape Hatch saucer shot torpedoes balls to the lower playfield and back into action. Players shoot the Jackpot Loop to score a potential four million points!

Of particular note is the automatic self-percentaging. The game's diagnostics package recognizes scoring percentages of features and automatically readjusts difficulty levels accordingly, every 10 games.

For more information, write Midway Mfg. Co., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240.

Hippodrome

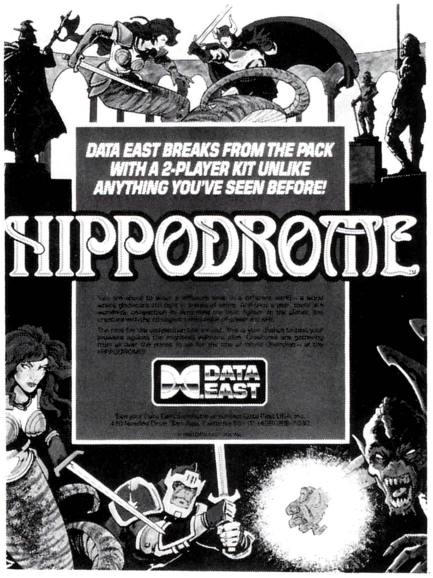
Data East debuts a two-player video kit, *Hippodrome*, that takes players into a different time in a different world.

Players take on the persona of ancient gladiators, who were trained to fight beasts and each other for the enjoyment of the Roman masses.

In *Hippodrome*, players engage in a worldwide competition to determine the best gladiator on the planet. The mightiest warriors compete and players must ensure their victory with skill and prowess, using dagger, hammers, and spiked iron balls.

Controls include an eight-way joystick and punch and jump buttons.

For more information, or distributor referral, write Data East USA Inc., 470 Needles Drive, San Jose, CA 95112; (408) 286-7080.


DATA EAST BREAKS FROM THE PACK WITH A 2-PLAYER KIT UNLIKE ANYTHING YOU'VE SEEN BEFORE!
HIPPODROME
DATA EAST

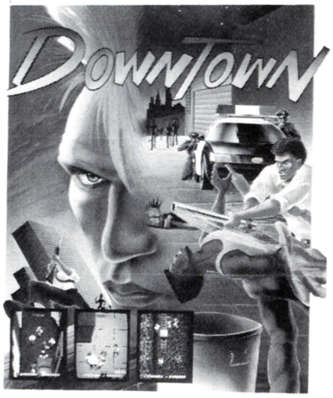
Downtown, Bloody Wolf

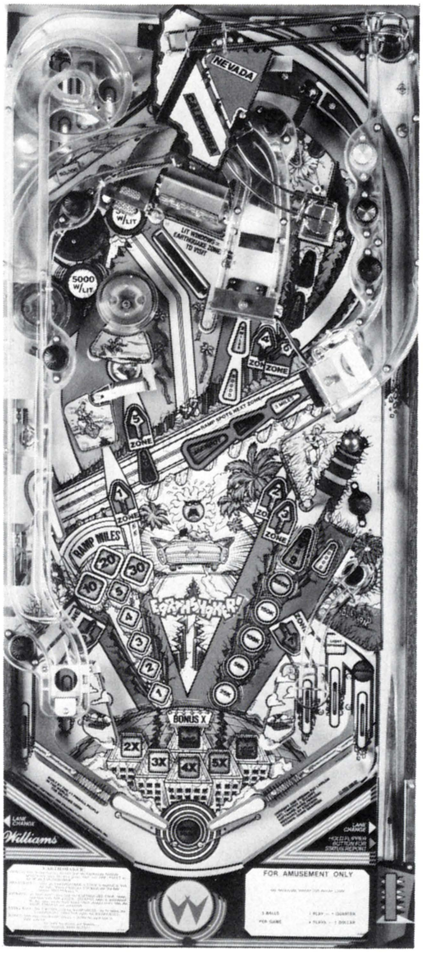
Romstar brings two games to the video market with *Downtown*, a vertical kit with a street-fighting theme, and *Bloody Wolf*, a horizontal monitor kit with a rescue mission theme.

In *Downtown*, the good guys battle corrupt cops on the take, along with a lineup of other tough characters and skin-heads. As comic relief, a wino enters the fighting and breathes ''fire'' as he staggers down the street clutching his bottle.

In *Bloody Wolf*, players must penetrate an enemy base to rescue soldiers missing in action and held captive. Players have high-powered rifles and a limited supply of grenades to advance through seven action scenes, including jungle terrain, cliffs, mountains, and the enemy camp. Players enter supply rooms to gain power-up weapons and restore health.

For more information, or distributor referral, write Romstar Inc., 22857 Lockness Ave., Torrance, CA 90501; (213) 539-2744.





EARTHSHAKER

Williams brings an earthquake theme to pinball in *EARTHSHAKER*, a game that has players shooting for zones that the Earthquake Institute predicts will cause the next quake.

Players move on to the Fault for pinball moves like a challenging plunger skill shot, ramp miles that deliver a bonus bonanza, an underground quake shelter with special Match Up feature that can award a range of increased point values along with two-ball quick multi-ball play, and the chance for a million point shot.

There's also three-ball multi-ball action and a unique jackpot feature for bonus scoring, possible extra ball, or specials. The powerful sound system completes the package.

For more information, or distributor referral, write Williams Electronics Games, Inc., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240.

Grudge Match

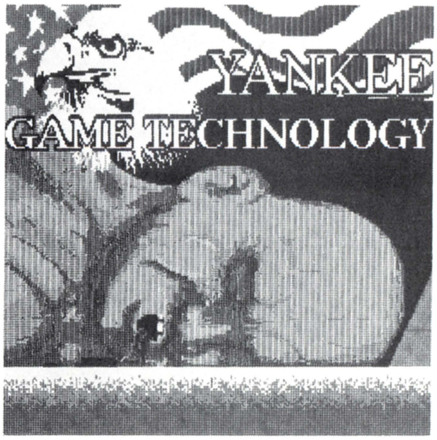
Yankee Games debuts a wrestling-themed video kit, *Grudge Match*, that features 24 different moves and six awesome competitors who take to the ring.

The one- or two-player game offers an eight-way joystick control and punch and kick buttons. The characters on screen interact closely with each other for realistic wrestling action.

The six main characters are: Tsunami Sam, Psyclone, The Kraw, Komrade Krush, Road Dog, and The Iceman. There's also a black leather-clad lady manager named Wanda and a midget manager.

Players can use the body slam, donkey kick, pile driver, face mask, atomic drop, and throws. They can also beat up on the referee. To win, players must pin their opponent, then move on to the next match.

For more information, or distributor referral, write Yankee Game Technology, 709 W. Algonquin Road, Arlington Heights, IL 60005; (312) 437-2433.



AAMA and AMOA have teamed up to create a poster featuring New York Yankee Don Mattingly for the National Committee for the Prevention of Child Abuse. The four-color poster, which is 17 x 22 inches, represents the latest in a continuing effort by the associations to enhance the image of the coin-op industry to the American public. Operators wishing to have free posters for their locations can call AMOA at (312) 565-4602.

FUTURE STARS NEED GREAT MOMENTS NOW

Super Baseball
Double Play
Home Run Derby
51

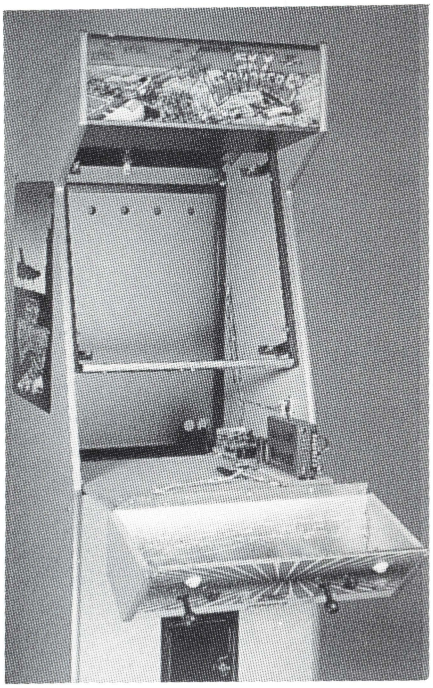
Photographed by: Manny Akis and Chris Schwenk.

New York Yankee Don Mattingly and his family.

In the game of life, all important plays *start* at home. With your encouragement, home can be a place to build champions and celebrate victories. Give your children the inspiration they need to get past first base by rooting for them today.

For information on preventing child abuse, contact your local National Committee for Prevention of Child Abuse or write NCPCA, Box 2866M, Chicago, Ill. 60690. This message sponsored by the American Amusement Machine Association, and Amusement and Music Operators Association.

AAMA AMOA



UV Series

East Coast Design, a division of Joel Manufacturing Co., debuts a new line of universal video hardware systems with the *UV Series* cabinets for both 19- and 25-inch monitors. The system uses an all steel infrastructure.

Features include all laminated wooden components, carriage bolt construction, interchangeable components, and an exclusive nine-inch deep ''lift & lock'' control panel in galvanized steel.

A slide-out shelf drawer is part of the system, along with universal color monitor with front access adjustments, welded levelers, over and under coin door, and a spillage protection tray.

For more information, or distributor referral, write East Coast Design, 700 Reading Ave., Hammonton, NJ 08037; (800) 777-5635 or (609) 567-1700.

St. Dragon

Jaleco offers a new video kit for horizontal monitors with *St. Dragon*, a fantasy adventure headlining an alien menace threatening the galaxy.

As planet after planet falls, worlds become populated by deadly mechanical monsters. Before Earth is consumed, its nations create the ultimate robotic defender in *St. Dragon.* He must head off the onslaught of lasers, missiles, and other weaponry aimed at Earth.

St. Dragon has a steel-plated, five-ringlet body that cannot be penetrated. He can shield himself from attack by wrapping his body around the front of his head, which is fragile but deadly. Enemies beware as St. Dragon shoots projectiles from his mouth. Other weapons at his disposal are bolts of fire, bullets, ring laser beams, and bounding shots.

A one- or two-player game, it offers six increasingly complex levels of play and four difficulty settings.

For more information, or distributor referral, write Jaleco USA, 5617 W. Howard St., Niles, IL 60648; (312) 647-7077.

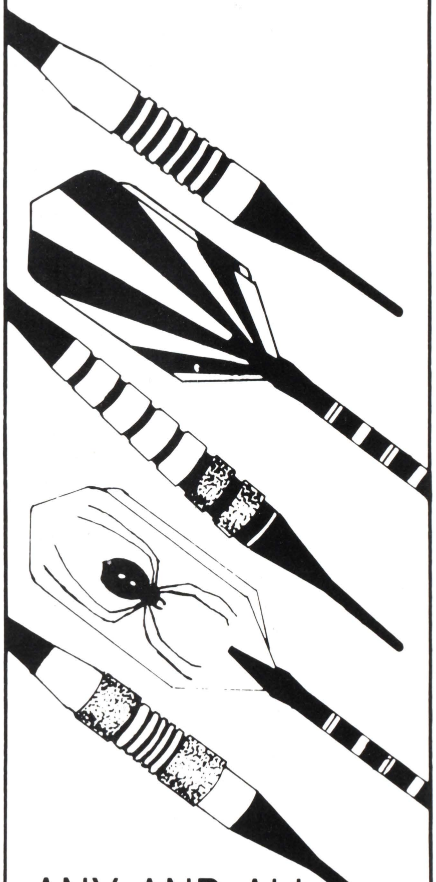
8-Line Lucky

Atlantic and Pacific Amusement introduces an adult amusement game, *8-Line Lucky*, a sophisticated credit-scoring game.

In *8-Line Lucky*, players can choose to double-up their credits or remove articles of clothing from a woman pictured on the color monitor. The game offers eight different directions to win.

The cabinet is constructed of sturdy plywood and mica woodgrain with a heavy front door. It comes with either a 13-inch monitor or 19-inch monitor in a standard upright video cabinet.

For more information, or distributor referral, write Atlantic & Pacific Amusement Corp., 1428 N. Broad St., Hillside, NJ 07205; (201) 926-0700.



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Video screen cleaner

Nu-Look Products has been making a full-line of maintenance care products for the game industry since 1975. Operators should especially consider their Video Screen and Plastic Cleaner, a product strongly endorsed by manufacturers such as Merit Industries.

In a recent press release, Merit concluded: "We have tested and found a product that we find to be outstanding. Not only does it clean immediately without leaving streaks, but it also repels fingermarks and smears. Every machine that leaves (our) factory is cleaned thoroughly with Video Screen and Plastic Cleaner, and a free sample is included with each game."

Nu-Look has also introduced a new, improved shuffleboard wax called Sure Shot. It's available in yellow (5-Star Plus) or brown (Gold Dust). Operators and location owners can send their business cards/letterhead to Nu-Look Products for a free sample of Sure Shot. The company also makes playfield cleaners, rubber cleaners, and items used for the billiard market.

For more information, write Nu-Look Products Inc., 1340 Stirling Road, 10B, Dania, FL 33004; call (305) 922-8877 or 922-8881.

SURE
SHOT
GOLD DUST
SUPER FAST
SHUFFLEBOARD WAX
NET WT. 16 OZ. (1 LB.)

Counterfeit detector

Cashcan Corp. has made available a new, microprocessor-based electronic scanner that's designed to verify any denomination of U.S. currency. The Cashcan unit is compact and portable, using either a battery or 110V/220V AC power supply.

Simply slip the bill into the unit from the front. In less than a second, you'll know whether its legitimate (green flash) or bogus (red flash). The unit can even detect sophisticated forgeries that conventional ultra-violet detectors would miss. It sells for $150, post-paid.

For more information, write Cashcan Corp., 4720 Avenue N., Brooklyn, NY 11234; call (718) 258-0006.

CASHSCAN
U.S. CURRENCY VERIFIER

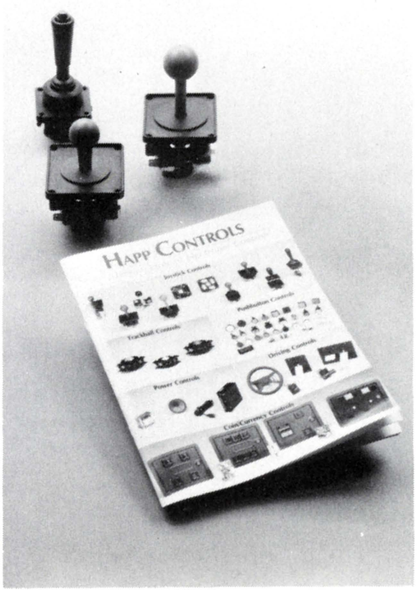
Joystick controls

Happ Controls is offering a number of standard joystick control lines to satisfy the most particular O.E.M. user. In addition, Happ will customize joystick controls to meet the exacting O.E.M. specifications.

Included in the standard Happ lines are spring- action joysticks, fine button joysticks, universal joysticks, standard joysticks, compact joysticks, rotary joysticks, and special metal joysticks. Standard joysticks can usually be provided with same-day service on most orders. Special orders are welcome; they're produced and shipped in relatively short time.

Happ joystick controls are constructed of nylon and solid steel. Users have their choice of knob sizes and two-, four- or eight-way operation.

For more information, write Happ Controls Inc., 106 Garlisch, Elk Grove, IL 60007; call (312) 593-6130.



Epoxy adhesive

Master Bond Inc.'s polymer adhesive EP24 is a two-component expoxy adhesive that's ideal for general-purpose bonding. It's formulated to cure at room temperature, or more rapidly at elevated temperatures, with a one-to-one mix ratio (weight or volume).

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For more information, write James Brenner, Master Bond Inc., 154 Hobart St., Hackensack, NJ 07601; call (201) 343-8983.

General catalog

A complete source book of products for testing, repairing and assembling electronic equipment is now available from Contact East, free of charge. The 132-page general catalog contains products for service engineers, technicians and managers.

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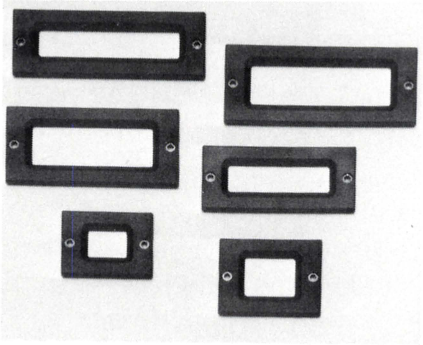
Display bezel

Shelly Associates has released the Series DF6000 display bezel, which is specifically designed to accommodate eight industry-standard glass sizes. The textured front surface of this black ABS plastic bezel complements most front panel applications.

The bezel is assembled with a clear plastic window. Two 4-40 by one-half-inch pan screws are provided for quick and easy installation. Also, clear or colored non-glare windows for optimum performance of other types of displays are available.

For more information, write Shelly Associates, 14281 Chambers Road, Tustin, CA 92680; call (714) 669-9850.

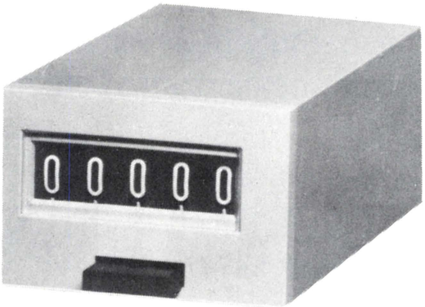


Mini-electric adding counter

ENM has unveiled the Series E5E mini-electric adding counter with push button reset. It's suitable for battery operation and electronic circuitries. According to ENM, miniature counters have low power consumption (approximately 60 mW) and long service life.

Base mounted units are available in AC and DC voltages. The five-digit counters run at 600 cpm in AC, 480 cpm in DC. The possible applications include vending machines, battery operations, and general counting systems. Also, the counter is protected against shock and vibration.

For more information, write ENM Company, 5617 Northwest Hwy., Chicago, IL 60646; call (312) 775-8400.

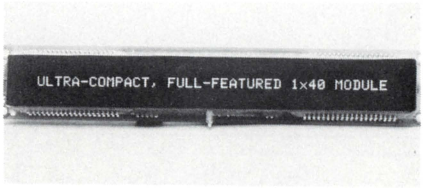


Display module

The Industrial Products Division of IEE has added a new one-line by 40-character display to its FLIP family line of vacuum fluorescent display modules. Designated as Model 3601-41-040, this ultra-compact module measures only 9.2 inches wide by 1.6 inches high by 1.1 inches deep.

It's ideal for applications where panel area is critical. The display's small package design is made possible by the use of surface-mount technology. The five-millimeter high characters are formed in a five by seven dot matrix format.

For more information, write IPD Sales, IEE, 7740 Lemona Ave., Van Nuys, CA 91409; call (818) 787-0311, ext. 418.



Pickup cap

GEM TOP Mfg. has developed a polyurethane, foam-insulated Navajo and Poly Top. According to the company, they are the only pickup cap manufacturer offering actual insulation in a polymer (Rovel) cap. This is the same insulation used in the steel GEM TOPs for temperature and condensation control.

The tops are available in either textured or high-gloss finish and can be painted the same color as your pickup. Both the Navajo and the Poly Top carry a 24-month warranty and have black aluminum frames on the windows and rear door. Since this material weighs 35 to 50 percent less than fiberglass, easier handling and improved gas mileage are assured.

For more information, write GEM TOP Mfg. Inc., 8811 S.E. Herbert Court, Clackamas, OR 97015; call (503) 659-3733.

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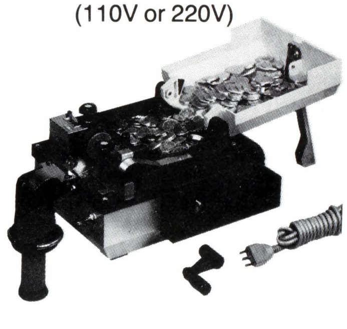

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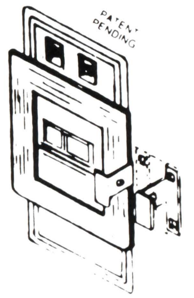

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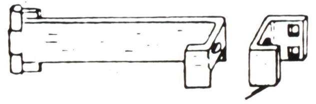

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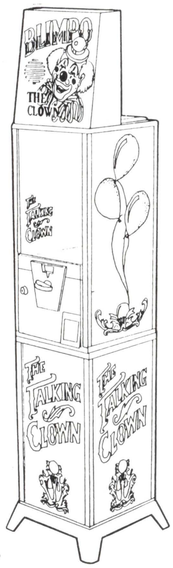

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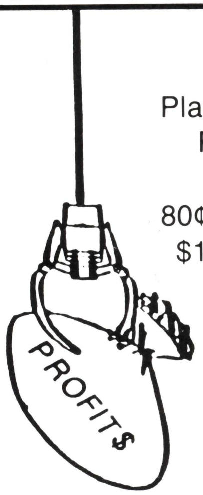

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The Importance of Recognition

By Arthur R. Pell, Ph.D.
Consultant, Dale Carnegie & Associates, Inc.

In his exit interview after quitting his job with the Building Maintenance Corporation, Woody Harding was asked what he liked and disliked about the company. Woody responded that, although the salary and benefits were good, he never felt part of the company. "I always felt that I was nothing more than a cog in a machine," he said. "I worked in my department for nine months and I don't think my boss ever called me by name. He called all the guys 'Mac'."

Lisa Lang told a similar story. When she complained to her boss that she resented being called "dear" or "honey," her boss told her that she should be flattered because it showed he liked her. She pointed out that he called all the women by similar endearments and he responded, "With the high turnover we have in this department, I can't take the trouble to learn all your names." Not only is using such terms demeaning, this practice has been interpreted by some judges as evidence of sexual harassment.

Every human being craves recognition. Nobody wants to be considered just part of a mass of workers. Each person has a given name and, by using that name in addressing him or her, the supervisor takes the first step in recognizing the individuality of that person. Dale Carnegie said: "Remember that a person's name is to that person the sweetest and most important sound in any language."

Learn About Their Lives

Each one of our people has a life outside the job that is usually more important to that person than the job itself. By talking to our employees about the things that really interest them outside the job, we let them know we are interested in them as people -- not just workers.

One night when Gary was watching the local news on his TV, he was startled to see one of his clerks, Nancy, being interviewed about her collection of American flags going back to colonial days. Nancy had worked for him for three years and he was not aware of this unusual hobby. He realized that he knew little about any of his people. Gary resolved to correct this. The next morning he congratulated Nancy on her interview and asked her questions about the collection. He then made a practice of using slow periods on the job to talk to each of his people. He learned a good deal about their interests, families and activities that he never knew. This enabled him to use talents they had that he was not aware of and to establish much greater rapport with each of them. Instead of considering all his people as "his department," he now looked upon them as individuals, each of whom related in his or her own way to the department and therefore could contribute differently but effectively to the department's goals.

Recognize Accomplishments

There are many ways companies recognize the accomplishments of their employees. In the lobbies of most hotels and in prominent places in many company offices, one can often find a plaque dedicated to the "employee of the month." Being named to this honor is a major event in the lives of the honorees. They may be given some tangible award, but more important than the bonus or prize is the recognition that they have been given.

Mary Kaye, the cosmetics company, is known for its policy of giving recognition to those people on its staff who are achievers. In addition to awards and plaques, the award winners are feted at their conventions and publicized in the company in-house publication. Probably the most coveted award is the use of a pink Cadillac given to the highest achievers. How proudly the winners drive their cars, which provide not only status, but recognition by the company for a job well done. To keep the cars from year to year, the winners must continue to meet or exceed the high standards required.

Stew Leonard owns the largest single dairy store in the United States, located in Norwalk, Connecticut. During the pre-Thanksgiving rush, some of the office staff noticed that the long lines at the check-out counters were moving slowly. Without any prompting from management, several of these clerks left their regular work and went to the counters to help the cashiers bag the groceries and thus accelerate the movement of the lines.

When Stew became aware of this he resolved to do something special for these people. After the holiday, he purchased for each of them a beautifully knitted shirt with the inscription "Stew Leonard ABCD Award" embroidered on each shirt.

When asked what this inscription signified, the people were told, "Above and Beyond the Call of Duty."

By giving special recognition to people who gave more than required to their jobs, Stew not only "gave credit where credit was due," but let everybody -- the employees themselves, their co-workers and supervisors and the customers -- know that their work was appreciated. In doing this, he contributed to the continuing growth of the company's *esprit d'corps*.

Put It In Writing

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No matter what award you may give to an employee -- be it cash or merchandise, it is worth spending a few more dollars and including a certificate or plaque. These mementos will be hung and serve as a permanent reminder that you recognized their accomplishments.

Pocket/purse size reprints may be purchased (10 for $10.00) or (25 for $20.00) from Dale Carnegie & Associates, Inc. 1475 Franklin Avenue, Garden City, NY 11530

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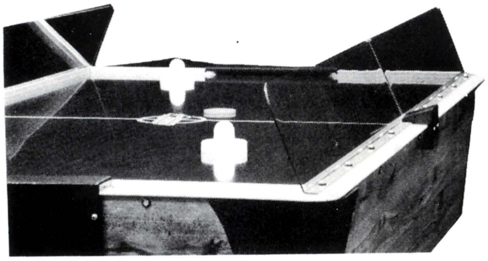

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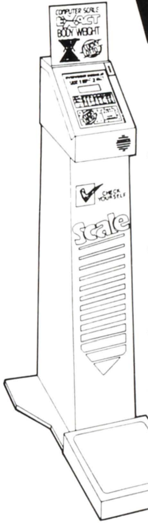

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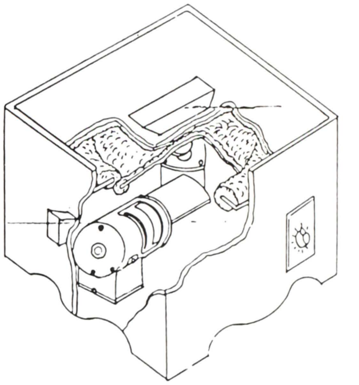

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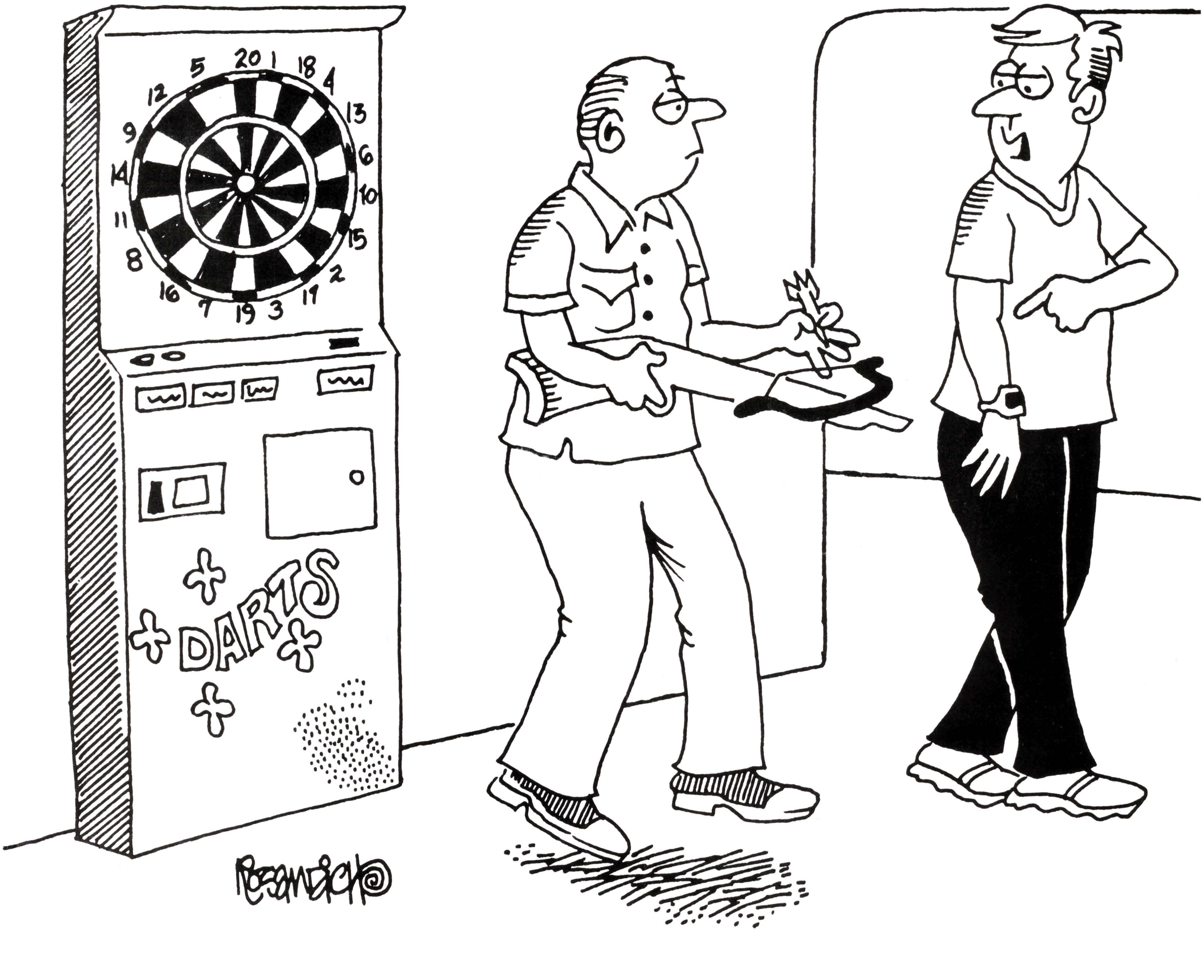
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DARTS
ROSANDICH

"AREN'T YOU TAKING THIS DART GAME TOO SERIOUSLY, HAL?"

THE CALENDAR

May 3 4 5 6
AMOA National Dart Association (NDA) International Team Championships, Sahara Hotel, Las Vegas, Nev. Contact Joe Conway (414) 263-2444.

May 4 5 6
Ohio Coin Machine Association (OCMA) Annual Exhibit and Trade Show, Ohio Exposition Center-Rhodes Bldg., Columbus, Ohio. Contact OCMA (614) 221-8600.

May 15 16 17
American Amusement Machine Association (AAMA) Government Affairs Conference, Hyatt Hotel Capitol Hill, Washington, D.C. Contact AAMA (703) 548-8044.

May 18 19 20 21
Wisconsin Amusement and Music Operators Association (WAMO) Spring Convention, The Abbey Resort, Lake Geneva, Wis. Contact WAMO (414) 529-4704.

May 19 20
California Coin Machine Association (CCMA) Annual Convention, LaJolla, Calif. Contact CCMA (916) 441-5451.

May 19 20 21
Northeast Regional Amusement Machine Convention and Trade Show, Stevensville Country Club, Swan Lake, NY. Contact Curtiss Matterson (518) 439-0981.

May 26 27 28 29
BullShooter IV World Challenge of Champions International Dart Championship, O'Hare Expo, Chicago. Contact Arachnid (800) 435-8319 or (815) 654-0212.

May 27 28 29 30 31 June 1 2 3 4
Valley National Eight-Ball Association (VNEA) Pool Championship, Riviera Hotel, Las Vegas, Nev. Contact Gregg Elliott (800) 544-1346 or (517) 893-1800.

June 9 10
Amusement and Music Operators of Virginia (AMOV) Annual Meeting and Show, Fort Magruder Inn and Conference Center, Williamsburg, Va. Contact AMOV (804) 262-9283.

June 9 10 11
Illinois Coin Machine Operators Association (ICMOA) Annual Meeting and Trade Show, Clock Tower Resort, Rockford, Ill. Contact ICMOA (312) 369-2406.

June 20 21 22
Bowling Proprietors' Association of America (BPAA) 57th Annual Convention and Trade Show, Marriott's Orlando, World Center, Orlando, Fla. Contact National Conventioneer (412) 781-0412.

July 20 21 22
Sixth Annual Billiard Congress of America International Trade Show, Nashville Convention Center. Contact Continental Productions (619) 278-3877.

July 21 22
Pennsylvania Amusement and Music Machine Association (PAMMA) Annual Meeting and Trade Show, Seven Springs Mountain Resort, Champion, Pa. Contact PAMMA (717) 232-5322.

August 18 19 20
Amusement and Music Operators of Tennessee Annual Meeting and Trade Show, Nashville, Tenn. Contact Gordon Archibald (901) 377-3525.

August 24 25 26
Wisconsin Amusement and Music Operators (WAMO) Fall Conference, Civic Center Inn, Eau Claire, Wis. Contact WAMO (414) 529-4704.

September 11 12 13
Amusement and Music Operators Association (AMOA) Expo '89, Las Vegas Convention Center, Las Vegas Hilton. Contact AMOA (312) 644-6610.

September 21 22 23
Michigan Coin Machine Operators Association (MCMOA) Annual Exhibit and Trade Show, Clarion Hotel, Lansing, Mich. Contact MCMOA (517) 372-2323.

October 12 13 14 15
National Automatic Merchandising Association (NAMA) National Convention and Exhibit of Vending and Foodservice Management, McCormick Place, Chicago, Ill. Contact NAMA (312) 346-0370.

November 2 3 4
West Virginia Music and Vending Association (WVMVA) Annual Expo and Convention, Ramada Inn, South Charleston, W. Va. Contact WVMVA (304) 949-3289.

November 15 16 17 18
International Association of Amusement Parks and Attractions (IAAPA) 71st Annual Convention and Trade Show, Georgia World Congress Center, Atlanta, Ga. Contact IAAPA (703) 671-5800.

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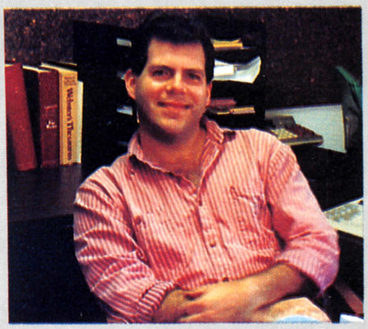
THE LAST WORD

Saving an adult from video humiliation



I'm one of those people who likes to draw distinctions no matter how subtle. It probably aggravates those around me, but so what. For example, if someone would say, "My favorite instrument in jazz is the saxophone," I would respond, "Which one? The tenor, soprano, alto or baritone sax?"

I would also sub-classify misfortune. There's bad luck, which is accidental or flukish in nature. Spilling tomato sauce on your new silk tie, stubbing your toe, or losing the 7th race because your horse threw the jockey are all examples of plain bad luck.

On the other hand, there's impending doom. In these cases, you know it's coming. Forget escaping, just prepare for it with stiff upper lip. High school chemistry tests, dental visits, and "I tried a new recipe" all come to mind.

When I heard that my two nephews, Jason and Matthew, had received "a Nintendo" for Christmas, I was overcome with a surge of impending doom. There was good reason for my apprehension: somewhere, sometime, I would be challenged to a no-holds-barred, *mano a mano* battle for video game supremacy. And I had little doubt who would lose: me.

Quite simply, I am lousy at video, unless one would be kind enough to call being mired at level one "adequate." If I have to laser-blast mutants with my right hand while maneuvering out of harm's way with my left, forget it. Similarly, in games with street-fighting or other combat themes, I tend to punch when I should be kicking and vice versa. It's not uncommon for me to hit the "jump" button in rapid-fire succession, only to look up and find no obstacles in my path. Great for ballet, bad for video. (I promise, though, that I'm able to walk and chew gum at the same time.)

My first duel was with six-year-old Jason. "Why are your palms so sweaty, Uncle Chris?" he asked. "Uh, that's not sweat, son. I probably didn't dry my hands very well after washing them," was my answer. It's amazing what six-year-olds will believe.

"Hurry," I thought, "think of an excuse why you can't play!" My despair, however, soon diminished. In fact, I psyched myself into believing I could beat this child. "I'm 20 years older than him, for God's sake! He can't hang with me, no matter how rudimentary my video skills may be."

After my first round of *Super Mario Bros.*, which produced very little in the way of points, my confidence was diminishing like air slowly being released from a balloon. Who knows, I mused, maybe he'll be as bad as me. I soon learned to leave the musing to Socrates.

It's one thing to lose. It's another to lose badly. But when your competitor is able to reach the fifth stage while eating Lucky Charms and glancing over at The Flinstones, that's a salty wound, indeed.

Having lost the "Loser Leave Town" match, I hopped on a plane from New Orleans to Houston to meet Competitor #2, Matthew, who's five-and-a-half (not five; kids that age, I've found, don't like being short-changed six months.) I was socializing with my brother and his wife when, from another room, I heard a soft voice call my name. "Um, Uncle Chris, do you think you'd like to play a game of Nintendo?"

Having heard that line, most people would say, "Oh, how sweet." Not me. Between the lines, I heard, "What's this? A fresh piece of meat for me to prey upon? Move those crayons and get over here!"

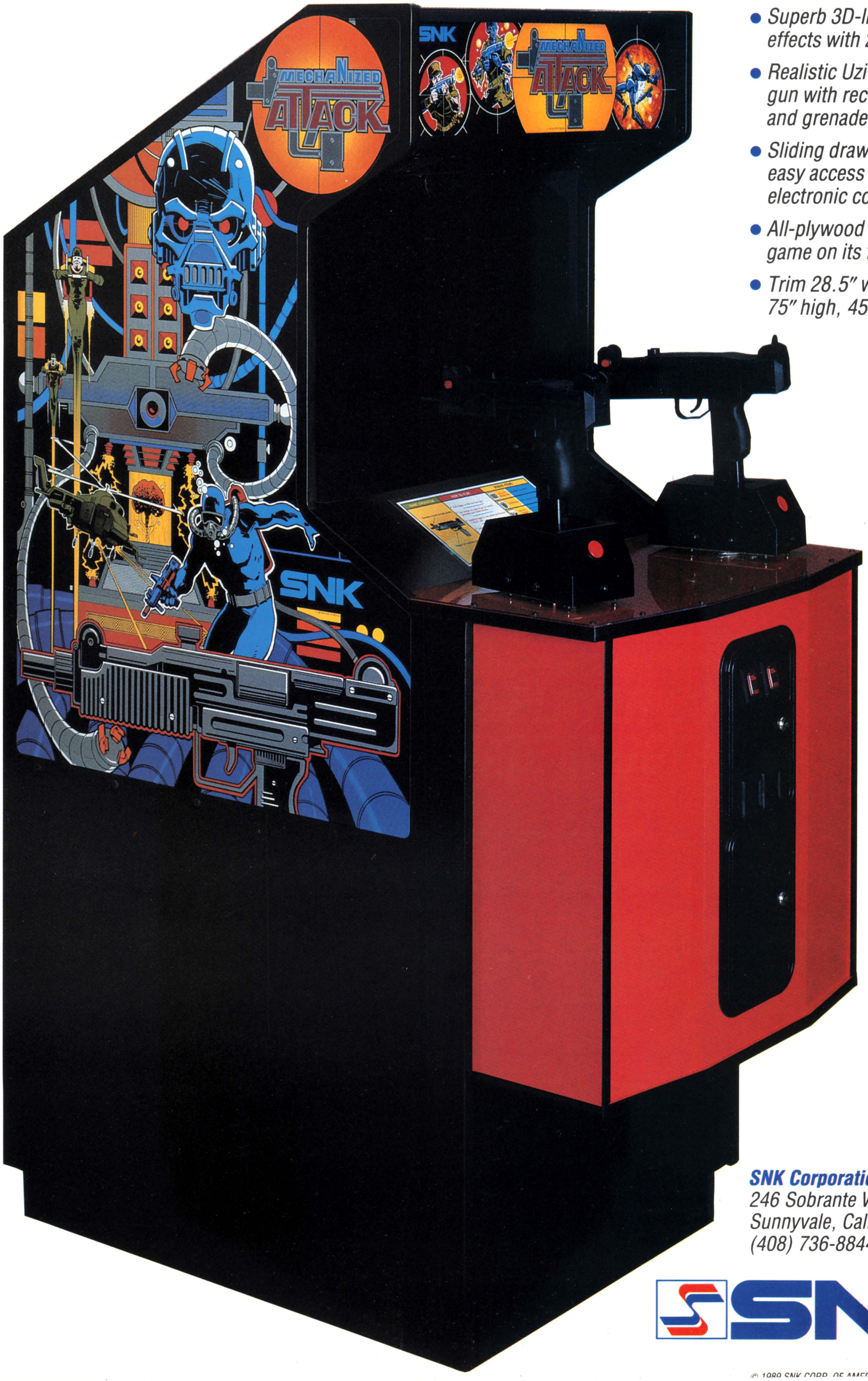
I'll skip the gory details. After the assassin reached the seventh stage, I unplugged the machine.

My plea to video game manufacturers: help those of us who are being humiliated by our younger (much younger) brethren. Give us something, *anything*, to even up the odds. I don't like being the brunt of a kindergartener's jokes.

Christopher Caire

Christopher Caire
News Editor

THE COMPANY THAT PIONEERED 2-PLAYER COMBAT ACTION NOW BRINGS YOU THE ULTIMATE SHOOTING GAME!



- *Superb 3D-like graphic effects with 25″ monitor*
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- *Sliding drawer allows easy access to electronic components*
- *All-plywood base keeps game on its feet*
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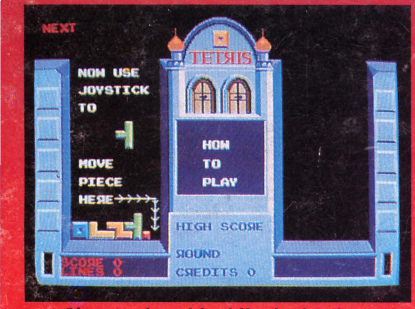
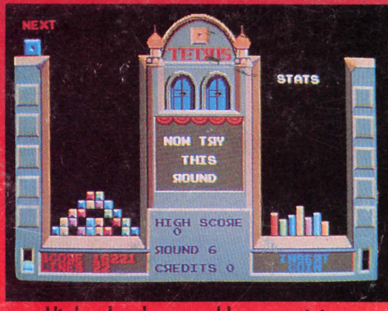
TETЯIS*

At last...a unique game theme to bring in new players


NEXT
TETRIS
NOW USE
JOYSTICK
TO
MOVE
PIECE
HERE
HOW
TO
PLAY
HIGH SCORE
ROUND
CREDITS 0
SCORE 0
LINES 0

Player-selectable difficulty levels. Easy level gives an instructional mode.


NEXT
TETRIS
STATS
NOW TRY
THIS
ROUND
HIGH SCORE
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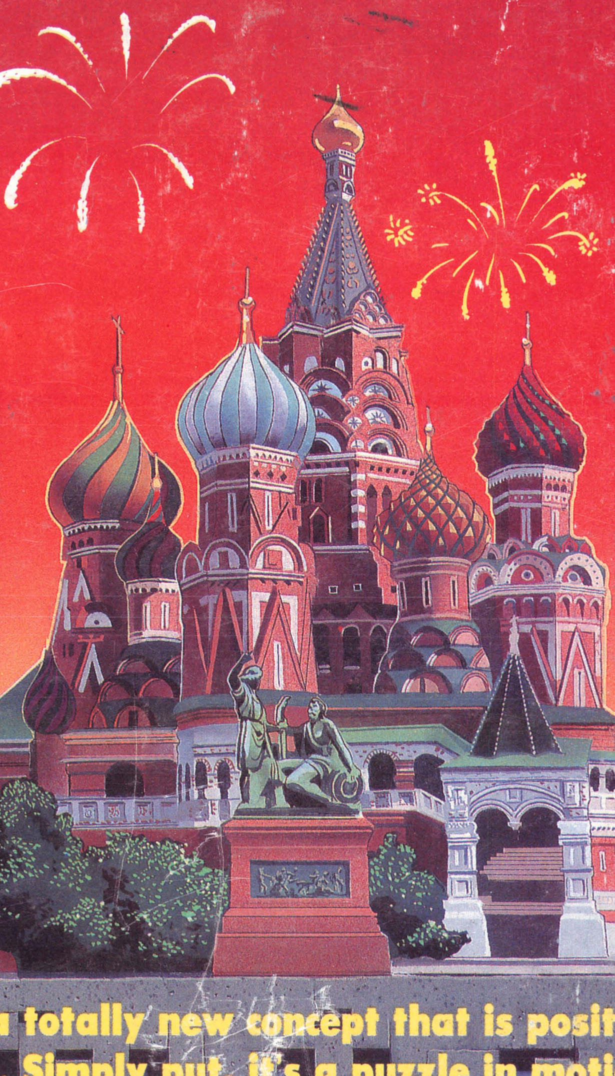
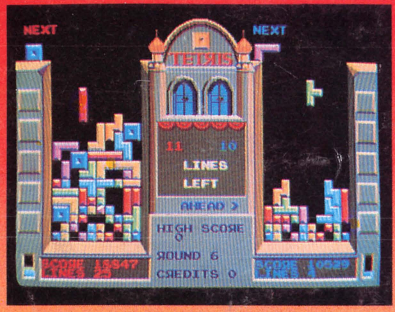
ROUND 6
CREDITS 0

Higher levels award bonus points and add new features.




NEXT
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LEFT
AHEAD >
HIGH SCORE
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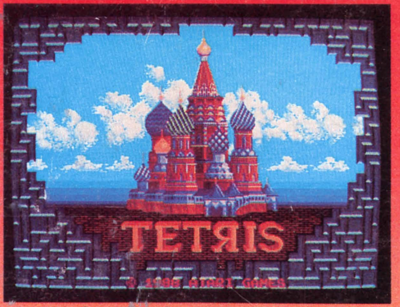
ROUND 6
CREDITS 0

One or simultaneous two-player feature with second player buy-in option


TETRIS
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Developed in the Soviet Union, Tetris breaches the Iron Curtain.

Tetris is a totally new concept that is positively addicting. Simply put, it's a puzzle in motion. Using a joystick and buttons, fit pieces together to build horizontal lines. The more lines, the more you score. It's so easy, but somehow the challenge never ends.

Break the "shoot-'em-up, punch-'em-out" blahs with Tetris.

NOW AVAILABLE AS BOTH A COCKTAIL AND UPRIGHT KIT.

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